

ESTTA Tracking number: **ESTTA695493**Filing date: **09/11/2015**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91222962
Party	Plaintiff Heart of Success, Inc.
Correspondence Address	FRANCINE WARD LAW OFC OF FRANCINE D WARD 775 EAST BLITHEDALE STE 325 MILL VALLEY, CA 94941 UNITED STATES info@fwardattorney.com
Submission	Motion to Amend Pleading/Amended Pleading
Filer's Name	Francine D. Ward
Filer's e-mail	info@fwardattorney.com
Signature	/Francine D. ward/
Date	09/11/2015
Attachments	Amended Notice of Opposition - FINAL.pdf(298547 bytes) Exhibit--A.pdf(149298 bytes) Exhibit--B.pdf(177533 bytes) Exhibit--C.pdf(422496 bytes) Exhibit-D.pdf(1527932 bytes) Exhibit-E.pdf(1531525 bytes) Exhibit-F.pdf(478442 bytes) Exhibit-G.pdf(409881 bytes) Exhibit--H.pdf(133463 bytes) Exhibit-I.pdf(167124 bytes) Exhibit-J.pdf(240762 bytes) Exhibit-K.pdf(196599 bytes) Exhibit-L.pdf(267126 bytes) Exhibit-M.pdf(175478 bytes) Exhibit-N.pdf(234315 bytes) Exhibit-O.pdf(187831 bytes) Exhibit-P.pdf(161924 bytes) Exhibit-Q.pdf(177150 bytes) Exhibit-R.pdf(167910 bytes) Exhibit-S.pdf(186263 bytes) Exhibit-T.pdf(200024 bytes) Exhibit-U.pdf(200504 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Opposition No. 91222962
Filed On July 25, 2015
For the Trademark **Signature System**
Published in the *Official Gazette (Trademarks)* on July 7, 2015

Heart of Success, Inc.	Opposer,
v.	
Angel Quintana	Applicant.

Amended Notice of Opposition

Dear Commissioner:

HEART OF SUCCESS, INC. (the “Opposer”), a corporation organized and existing under the laws of the State of Arizona, with a principal place of business at 9121 East Tanque Verde Road, Ste. 105-117, Tucson, AZ 85749, filed a timely *Notice of Opposition* on July 25, 2015, which contained a short and plain statement of the claim showing that the Opposer is entitled to relief (TBMP § 309.03 (b)). The above-identified Opposer believes that it will be damaged by registration of the mark cited in application with the Serial #86512479 (“Applicant’s Mark”), because it is confusingly similar to Opposer’s mark, with the Serial # 86681096 (“Opposer’s Mark”), and therefore should be refused registration on the Principal Register of Trademarks, under Lanham Act §2(d). (*See Exhibits A-B*)

The Applicant, by her attorney, served Opposer with a 12b(6) Motion to Dismiss on August 28, 2015 (*See Exhibit-C*), which was received by Opposer’s counsel on September 2, 2015. While the Opposer believes the timely filed Notice of Opposition provided sufficient information to place Applicant on notice as to the claim, for the sake of further clarity, Opposer hereby files this *Amended Notice of Opposition* pursuant to the Fed. R. Civ. P. Rule 15(a)(1)(B), and the TBMP §507.02, which state in part: “... If the pleading is one to which are responsive pleading is required, the pleading may be amended once as a matter of course at any time within 21 days after the responsive pleading is served, or 21 days after service of a motion under Rule 12(b), (e), or (f), whichever is earlier...”

As grounds for its opposition, Opposer alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

1. Opposer is a speaker and international coach with a broad range of goods and services,

and a client base that spans countries, including, but not limited to Russia, Canada, Chile, Belgium, Spain, New Zealand, Ukraine, Australia, the Netherlands, France, Germany, Ecuador, the United Kingdom, and throughout the United States. Opposer's *Signature System* brand is well respected and widely known in the professional and personal development communities, particularly among coaching and speaking professionals and devotees.

2. Opposer markets the Opposer's Mark throughout the world and has a list of followers in its database in excess of 25,000 and 14,000 followers on her Facebook Page, all to whom she weekly sends marketing material advertising upcoming events and resources.
3. As early as April 2009, Opposer has consistently promoted, marketed, advertised, distributed, and/or sold goods and services in connection with the *Signature System* brand (See Attached, Exhibits D-G), and filed a trademark USE application on July 1, 2015 (See Attached, Exhibit H) in the following three classes:
 - a. Class 9. Digital materials, namely, articles, checklists, newsletters, transcripts featuring information on personal and professional development; Downloadable electronic newsletters delivered by e-mail in the field of personal and professional development; Downloadable electronic newsletters in the field of personal and professional development; Downloadable fact sheets in the field of personal and professional development; Downloadable multimedia file containing audio relating to personal and professional development.
 - b. Class 16. Printed educational materials in the field of personal and professional development; Printed lectures; Printed materials, namely, written articles in the field of personal and professional development; Printed seminar notes; Printed teaching materials in the field of personal and professional development.
 - c. Class 41. Arranging and conducting business seminars in the field of personal and professional development; Education services, namely, providing live and on-line seminars, webcasts, webinars, classes, lectures, conferences in the field of personal and professional development; On-line journals, namely, blogs featuring personal and professional development; Personal coaching services in the field of personal and professional development; Professional coaching services in the field of personal and professional development
4. The Opposer's Mark is a distinctive and arbitrary mark that has achieved a significant level of consumer recognition within the professional and personal development communities, particularly among coaching and speaking professionals and devotees. As a result of Opposer's continuous advertising, promotion, and use of the Opposer's Mark in connection with the aforementioned goods and services, the Opposer's Mark has acquired enormous goodwill, and has come to be identified immediately in the professional and personal development communities, particularly among coaching and speaking professionals and devotees, with Opposer, as the source of *Signature System* goods and services.
5. Applicant applied for Applicant's Mark on January 23, 2015, and stated in its Statement

of Use that it had been using the mark since January 1, 2012.

6. Opposer has prior rights in and to Opposer's Mark, since Opposer has continuously, openly, and notoriously used the Opposer's Mark since 2009 to identify the source of its premium product, *Signature System*. With even a modicum of due diligence, Applicant would have discovered Opposer's Mark was in use.
7. Applicant's Mark (Signature System) is identical, in its entirety, to Opposer's Mark (Signature System). And, upon information and belief, is intended to create an association with Opposer and its *Signature System* mark.
8. Further, Applicant's goods in Class 35 "Business consulting and information services" ("Applicant's Goods") are highly related to goods and services first offered by Opposer under the Opposer's Mark. In reviewing Applicant's website, where she sells the Signature System Deluxe product (*See Exhibits I-U*), it is apparent that Applicant's Goods overlap with and are complementary to the digital (Class 9) and printed materials (Class 16) offered by Opposer for personal and professional development, as well as the educational services (Class 41), provided for the same purpose by Opposer (collectively "Opposer's Goods"). Applicant and Opposer appeal to the same type of consumer, and their goods are likely to be encountered by the same persons under circumstances that, because of the marks used in connection therewith, would lead to the mistaken belief that they originate from the same source.
9. Opposer will be damaged by the registration of Applicant's Mark because Applicant's Mark is identical to Opposer's Mark in its entirety, and will absolutely cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Goods or the affiliation between Applicant and Opposer in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).
10. If Applicant is granted the registration herein opposed, it would thereby obtain a prima facie exclusive right to the use of Applicant's Mark in connection with Applicant's Goods. Such registration would be a source of damage and injury to Opposer.

WHEREFORE, Opposer requests that this opposition be sustained and that the registration of Application Serial #86512479 in connection with Applicant's Goods be denied.

The opposition fee in the amount of \$300.00 for an opposition in one class was filed on July 25, 2015 when the Notice of Opposition was initially filed. If for any reason this amount is insufficient, it is requested that Opposer's attorney be contacted to cover the deficient amount. This paper is filed electronically.

Respectfully submitted,

LAW OFC. OF FRANCINE D. WARD

Francine D. Ward, Esq.

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Mill Valley, CA 94941
(415) 389-0975
(415) 389-0976 [fax]

Counsel for *Heart of Success, Inc.*
Francine D. Ward, Esq.
CA SB# 251837

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Signature System

Word Mark

Goods and Services

SIGNATURE SYSTEM

IC 009. US 021 023 026 036 038. G & S: Digital materials, namely, articles, checklists, newsletters, transcriptions; Downloadable electronic newsletters in the field of personal and professional development; Development. FIRST USE: 20090722. FIRST USE IN COMMERCE: 20090722

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed educational materials in the field of personal and professional development; Printed teaching materials in the field of personal and professional development. FIRST USE: 20090722. FIRST USE IN COMMERCE: 20090722

IC 041. US 100 101 107. G & S: Arranging and conducting business seminars in the field of personal and professional development; On-line journals, namely, blogs featuring personal and professional development. FIRST USE: 20090722. FIRST USE IN COMMERCE: 20090722

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

86681096

Filing Date

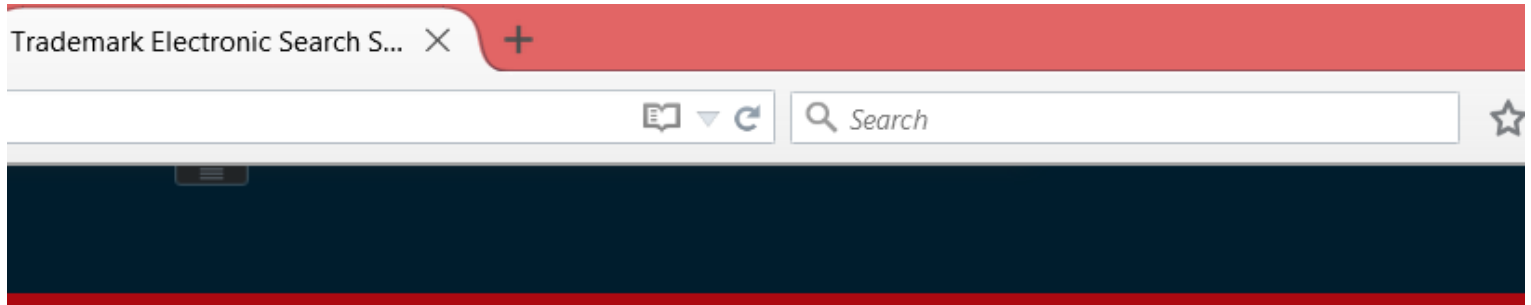
July 1, 2015

Current Basis

1A

Original Filing Basis

1A



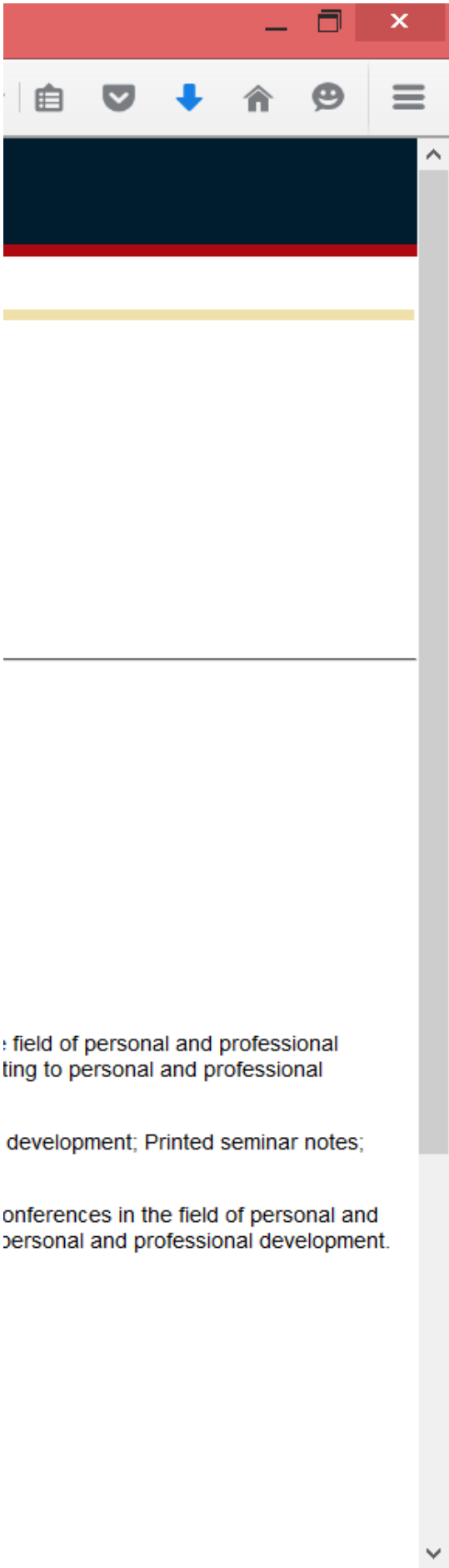
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its featuring information on personal and professional development; Downloadable electronic newsletters delivered by e-mail in the field of personal and professional development; Downloadable fact sheets in the field of personal and professional development; Downloadable multimedia file containing audio rela

and professional development; Printed lectures; Printed materials, namely, written articles in the field of personal and professional development; Printed materials, namely, written articles in the field of personal and professional development; RST USE IN COMMERCE: 20090722

rofessional development; Education services, namely, providing live and on-line seminars, webcasts, webinars, classes, lectures, c; Personal coaching services in the field of personal and professional development; Professional coaching services in the field of



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Signature System

Word Mark	SIGNATURE SYSTEM
Goods and Services	IC 035. US 100 101 102. G & S: Business consulting and information services. FIRST USE: 2012
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86512479
Filing Date	January 23, 2015
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 7, 2015
Owner	(APPLICANT) Quintana, Angel INDIVIDUAL UNITED STATES #7 4547 Eagle Rock Blvd. Eagle R
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SYSTEM" APART FROM THE MARK /
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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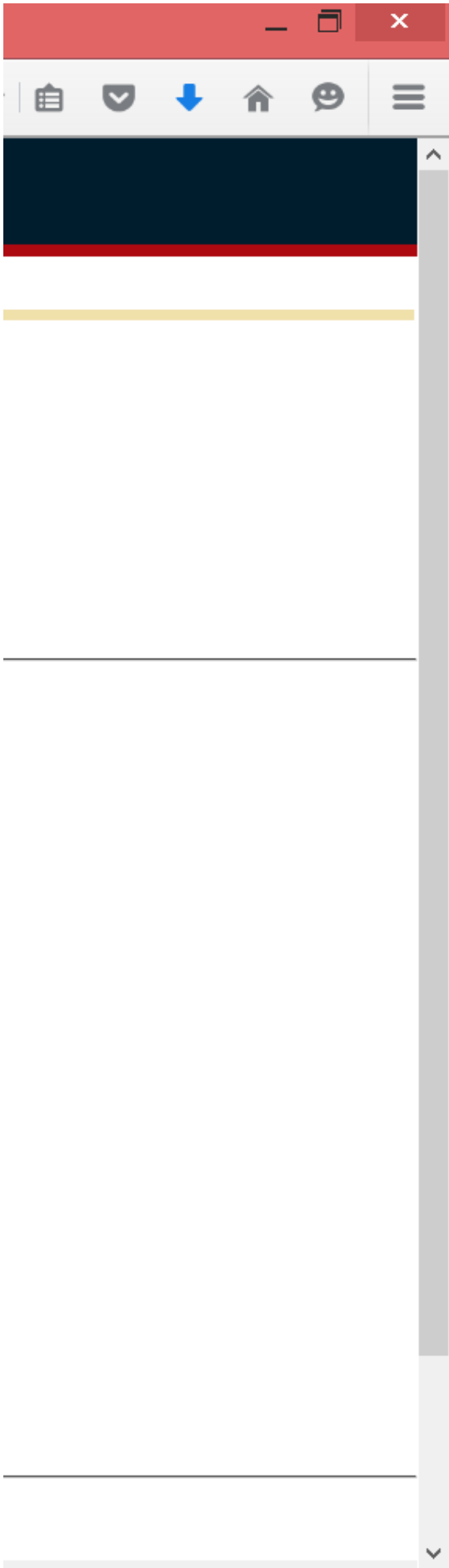
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Heart of Success, Inc.)	Opposition No.: 91222962
)	
Plaintiff/Opposer,)	
)	
vs.)	
)	
Angel Quintana)	
)	
Defendant/Applicant)	
)	
)	

MOTION TO DISMISS

Defendant Angel Quintana, (“Defendant” or “Applicant”), through its attorney, Anthony M. Verna III, hereby files this Motion to Dismiss based upon Fed.R.Civ.P. 12(b)(6) for a failure to state a claim against the Notice of Opposition that Heart of Success, Inc. (“Plaintiff” or “Opposer”) filed against Defendant’s trademark application, U.S. Serial No. 86512479, SIGNATURE SYSTEM.

**Signature System Live Workshop
with Kendall SummerHawk**



"Here's Your Chance to Learn at My Live **SIGNATURE SYSTEM Workshop on October 15-18, 2009 the System I Used to Go From Frustrating 5-Figures to a Million Dollar Home-Based Business in 3 Short Years ... And How You Can Too!"**

Why struggle and leave your success up to chance when I'll HAND YOU my proven, *simple-to-implement* Million Dollar Business Signature System Plan so you can create your own six, high six and even seven figure business... no matter where you are right now!

I'm even including the *Signature System* scripts, checklists, templates, examples and more...everything you need to be successful with greater grace, ease and authenticity than you've ever previously thought possible

But, I URGE you to act FAST because there is **ONLY * 1 * seat still available before we're completely **SOLD OUT!****

**From: Kendall SummerHawk,
At my desert oasis horse ranch in Tucson, Arizona
Monday, 10:00 a.m.**

Dear Solo-preneur,

- Are you frustrated because you can't seem to break through your current income level?
- Have you tried creating "passive revenue," only to be overwhelmed with how much work it takes, then disappointed with the results?
- Are you giving all of your time and energy to your clients, then winding up exhausted and even resentful of how much work you do?

- Are you tired of sitting on the sidelines — watching others break into six figures, high six figures and even seven figures — wondering why they're reaching success so much faster than you?

Believe me, I understand! I was once where you are now.

TRUE STORY

Just a few short years ago I could only imagine breaking through to 6-figures. And 7-figures? That felt like a dream that wasn't meant to happen for ME. And while I was happy for the success of others, I kept asking, "When is it going to be MY turn?"

Back then, I worked my fanny off, marketing like crazy to get 1-on-1 clients and fill the sporadic teleseminar program. I was stuck, frustrated and, I admit, getting pretty cranky.

As you well know, making even \$90,000 doesn't go very far when you consider ALL of the expenses! Every dollar I made seemed to go right out the door, making it impossible to bust through the 6-figure barrier. There was a moment (okay, several) where I thought, "If I don't break 6-figures soon, I don't know what I'm going to do!"

Here's What Happened Next...

The next year I quickly broke into 6-figures! And it was all from making **one simple change in my business**.

Encouraged, I realized I was onto a formula that could be repeated. The next year I implemented just a few more simple changes and **MORE THAN TRIPLED** my income, bringing in over \$564,000. The year after that I nearly **doubled my income** to break through the **magical million dollar mark**.

Now, I bring in **more in one week** than I used to make all month. I consistently have **6-figure MONTHS** and am on track to more than double my income again this year into multiple millions. All while working comfortably at home, where I get to enjoy my horses, plenty of time off and a truly enviable lifestyle thanks to the financial success of my business.

Clearly, I proved this **SIGNATURE SYSTEM Works!**

The best part is, this Signature System has **worked its magic** for my clients, too. Once I **showed my clients what to do** they began to experience similar results in their life and business -- increased income with greater ease, joy and authenticity than they had previously ever thought possible. I now have helped **create 6-figure breakthroughs** for client after client.

The success stories that flow in every week fill my heart with gratitude that I'm able to help so many people do just what I've done -- make fabulous money doing what they love. How **awesome** is that!

I ONLY work with clients I LOVE: high-achieving, spiritually oriented women entrepreneurs who want a thriving business AND a life they love. They line up to work with me because they respect how I "talk my walk" (always living the same concepts,



strategies and values I mentor them on). Every program I offer is sold out, which means I can "bank" on money coming in the door. You can imagine what a secure feeling that is!

I only "see" clients 2 days each month, leaving plenty of time to create new programs and products that add passive revenue to my business, grow my list, create profitable joint venture relationships, and spend time on the other activities I truly enjoy in my business, such as hosting inspiring retreats and workshops throughout the year.

I have a dedicated team take care of me and all the details of running my business. I can't tell you what a relief it is to have enough help and support, giving me even more freedom to enjoy my business and my lifestyle.

I am truly humbled and **grateful every day** that I make this amazing amount of money, all the while fulfilling my Soul's Divine Purpose™: helping self-employed entrepreneurs **create financially and spiritually thriving businesses.**

There's nothing like knowing you have a **consistent flow of money** coming in to bring you **peace** and security.

I truly hope you understand that I'm not telling you all of this to brag (that's so not my style), but to inspire you that if this dream business is possible for me, it's possible for you, too!

Everything I've done is simple and easy to repeat in YOUR business. You don't need to already be a "big name" or even have a list. You just have to have the desire for authentic success...more money, more time and more freedom in your life and business. **I'll show you exactly how to achieve this for yourself using my Signature System!**

In fact, ANYONE who has a soul-preneur business can repeat this same type of success IF they're shown how.



I value learning so taking time off to go to "horse camp" every summer is an experience I'll remember the rest of my life!



Richard and I are so much more relaxed and happy, now that the money continues to flow in.

Imagine That **THIS** Is YOUR Business ...

Your day **starts after a relaxing morning** spent with your family or working out. When you step into your office you **feel excited**, full of the knowledge that **your day is focused on the activities you truly love** and that bring you joy. Your day flows smoothly because your business model makes it easy for you to focus your gifts on doing what you do best.

You only work with **clients you LOVE** and in return, they are a joy to work with. Even better, you are respected as an expert in your niche. Your clients get outstanding results because they're so **motivated**, they write you **amazing testimonials**, and **refer other high-quality people** to you as well. Best of all, they **happily pay what you charge**, which is now higher than ever before.

You're recognized in your industry as **someone who is successful**, someone who has discovered the secret to enjoying both an amazing -- maybe even enviable -- lifestyle and a **thriving business.**

The **money is flowing in**, in amounts that surprise and delight you. You're now making **more per month** (even as much as **6-figures**) than you used to make in an entire year. You feel blessed and appreciative to be **so highly paid** for simply doing what you love. You're so happy now that you can comfortably **pay for the things that are really important to you**, such as buying gifts for your family, **investing for your future**, traveling to exotic vacation spots, adding **generously** to college funds or savings accounts.



It's all possible for you now.



doesn't it?

But the best part is, you're **experiencing freedom like you've never had before**. Your business fulfills you, leaving you energized and happy so that when you're with your family and friends, you're able to focus on them, giving them your full attention and support. Your **confidence and gratitude are overflowing**. You're secure in the knowledge that you're doing your life's work...and being **well paid for it**.

This is the version of what a **truly successful small business can be**. It sounds wonderful,



Elizabeth Genco Purvis

"Within 3 months of working with Kendall's Signature System, I celebrated my first month of \$17,000 in sales. What's more, my skills and confidence skyrocketed, allowing me to help more people and celebrate more success. The money keeps coming in, and I LOVE what I'm doing."

"Not so long ago, I was totally burnt out and frustrated in my business. Too much work, not enough money... and on top of it all, I was sick and tired of turning to so-called experts who were great at making promises, and not so great at solutions that worked for me. It was time to **make a decision**: pick ONE mentor and absorb everything of theirs I could get my heads on. That mentor was Kendall SummerHawk.

Within 3 months of working with Kendall's Signature System, I celebrated my first month of \$17,000 in sales. What's more, my skills and confidence skyrocketed, allowing me to help more people and celebrate more success. The money keeps coming in, and I LOVE what I'm doing.

Kendall's Signature Systems are **simple, authentic and extremely effective**. There's a lot of talk about 'millionaire mindset' out there, but nobody teaches the **practical and energetic principles** behind money like Kendall does, and that has made all the difference in my life and my client's lives. Thank you, Kendall!"

Elizabeth Genco Purvis
The Marketing Goddess
www.marketinggoddess.com

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October 2009**

So, What's In The "Secret Sauce" To Creating Six, High Six and Even Seven Figures, Just Like I Have In My Business And Have Repeatedly Created For My Clients' Businesses Too?

Getting My SIGNATURE SYSTEM Plan!

Since I've **CONSISTENTLY** created high-income results for my clients, I knew I had a Signature System that could be used by ANYONE. A Signature System that, if followed, would produce predictable results over and over again, just like your favorite shampoo: wash, rinse, repeat.

And, the best part about this Signature System is its **simplicity**. This Signature System can be boiled down to just two very simple concepts:

Signature System Concept # 1: Creating Powerful MONEY Breakthroughs

My groundbreaking Money Archetypes Signature System demystifies WHY you may be engaging in beliefs, habits and actions that sabotage your **financial success**. This amazingly accurate system outlines your Money Spiritual Path and lists the Practical and the Spiritual Money Actions you can **start doing to immediately** to transform how much you make...and keep every month.

And this is only the START! The **money breakthrough strategies** I'll reveal in this Intensive include busting through old myths and stories you may have "inherited" from your family and friends and dissolving old beliefs about **how much you can charge** and **how much money** you even deserve to keep. These strategies alone are easily **worth TEN TIMES** the modest investment in this live event!



Signature System Concept # 2 Creating a Business Model That Gracefully LEVERAGES Every Service, Program or Product into Multiple Streams of Cash Flowing into Your Business

This is where my life -- and the lives of my clients -- really started to change. Instead of worrying where the **money** will come from I'll show you a simple way to create stream after stream of **cash flowing into your business**, all from even a single product or program. This is the **magic you've observed** in my business...and the **REAL** secret as to how I keep creating **6-figure MONTHS**, all while **working FAR LESS** than I ever have.



Miriam Ortiz y Pino

"I gave myself 6 weeks to make \$10,000 and now that I add it all up I made \$11,157.59!!!!!"

"Participating in Kendall's programs gave me all the steps and resources I needed to raise my rates and launch a new workshop series. Kendall and her team helped me finally feel like someone is on my side in up-scaling and streamlining my business. Everything is systematic!"

I gave myself 6 weeks to make \$10,000.00 and now that I add it all up I made \$11,157.59!!!!!! Now I'm going to do it in 4 weeks."

Miriam Ortiz y Pino CPO®
More than Organized
www.morethanorganized.net

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October 2009**

Uh-oh ... I'm About To Get Myself In Trouble With Some Of The "Marketing Experts" Out There ...

What I'm about to say may **SHOCK** you but I need to get this off my chest...

You've been led to believe some things that have HELD YOU BACK from achieving your dream business. They are myths, lies even, that have cost you money, time and happiness, making you think what you're doing isn't good enough, or, worse yet, that YOU'RE not good enough.

Ugh! This makes me so mad I could just scream! **You know by now** that I'm a woman with the utmost integrity, someone who can be trusted to **tell the truth** (even if I risk offending some of the "experts" out there).

So, I'm pulling back the curtain right now, on some of the lies you've been told:



"If you just create "passive revenue" you can retire to a beach with a fruity drink and an umbrella." Yeah, right. The TRUTH is that while passive revenue (such as info products, ebooks, CDs, etc.) are an important part of a successful business model, relying on these income streams can take years to pay off. Who can wait that long?!



"If you just work more hours, you'll make more money." Good golly, you're already working yourself to the bone, how much more could you possibly squeeze in? Working more is the first thing small business owners think will solve their cash flow problems, but in TRUTH, it's the LAST thing that should be attempted.



"If you keep your fees low, you'll attract more clients." If this were true, then WHY are the super-stars in your industry each offering pricey coaching programs and home study courses? Once you learn HOW to raise your fees you'll eagerly and confidently do so.



"If you're working this hard at 5-figures, imagine how hard you'll work at 6-figures, and high 6-figures." This one really makes me mad, it's simply not true! The TRUTH is that the actions that bring in 5-figures are NOT the same ones that bring in the big bucks. The secret is to know the **right business model** that will produce the income you desire, helping the people you're supposed to serve.



"My clients won't pay higher fees." TRUTH is, they will. I've proven it over and over in my business (increasing my fees to amounts I never before dreamed I could charge). Then I turned around and proved it again with hundreds of my clients. It's just that no one ever gave you the **right system** that shows you EXACTLY how to tap into a secret, **hidden desire** your clients have to **actually pay you more**.



"Creating a new income stream takes time and money" TRUTH is, while some income streams are indeed, costly and time consuming to implement, there are a select few that are **fast, simple, and even virtually FREE to start**. These are quick to implement and they pay-off with real money flowing instantly right into your purse. But, the experts don't want you to know about these select income streams because then you won't be so **eager to buy their products**.

Now, don't be too hard on yourself. If you thought these lies were true it's not your fault! No one ever told you the truth because let's face it, the truth doesn't sound nearly as sexy, right? But I'm telling you the whole truth because I know for a fact that if you implement what I share you're going to have all of the time, money and freedom you want. Now, that's sexy! So come with me because you're about to be handed the **Keys to the Money, Time and Freedom You Desire and Deserve...**

"In last six months of last year I more than doubled my revenue adding \$10,000 clients and busting through the six figure ceiling! Now, I've already made 6-figures in just the first FOUR months of this year and I



Laura H. West, PCC, CPCC
Center for Joyful Business
Attraction Marketing and Success
Mindset

added my first \$18,000 private client!"

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October**



Helen Graves
Grand Poobah of Crackerjack Online
Marketing Strategy

**"Using Kendall's strategies I more than
DOUBLED my income last year. Now, I've
already made MORE in the first 6 months of
this year than all of last year combined!"**

**You're right that creating a 6-figure business is
A LOT easier than I ever thought!"**

Kendall generously shares her very specific step-by-step
details so you've got a blueprint for success.

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October**

If This Transformation Can Happen For Me, It Can Happen For YOU!

**Which is why if you give me 4 magical days I'll HAND YOU my
time-tested and proven, *simple-to-implement* Million Dollar Business
Signature System Plan so you can create your own six, high six and
even seven figure business... no matter where you are right now!**

**I'm even including the *Signature System* scripts, checklists, templates
and more...everything you need to be successful with greater grace,
ease and authenticity than you've ever previously thought possible**



Signature System Workshop

In this **hands-on, LIVE** event designed specifically for **coaches, consultants, speakers, healers and other solo-preneurs** we're going to **transform YOU and YOUR BUSINESS** using my Signature System, synergistically, so that you create a joyful and authentic, high-income business.

In this Money, Marketing and Soul Intensive I'll generously share ALL of my Signature System **SECRETS**. Ladies, we even stock the beautiful ballroom with tissues to handle the tears of **happiness and relief** that are likely to flow!

Here's A Sample Of EXACTLY What You'll Get So You Can Break Through Your Money Barriers and Achieve the Emotional, Spiritual and Financial Success You've Dreamed About ...

1. Signature System Plan "Show Me The Money"



- ☒ A simple but powerful "**wealth secret**" that will transform how much you make each month (your bookkeeper may think she made a typo when she sees your new numbers!)
- ☒ Why you may be trapped by your family's money history...and how to **let go without guilt** so you can create your own money legacy
- ☒ Which specific money actions are keeping you stuck in low-end income or needy clients, and what you can do **TODAY** to reclaim your "**money power**" with **grace and dignity**
- ☒ Resolving that insidious inner conflict between wanting to make more money and feeling guilt, shame or fear about **increasing your income** (this alone will open up a floodgate of new income for you...even BEFORE I hand you my million dollar blueprint!)
- ☒ Why you may be unconsciously **pushing money away** from you and how you can **fix that right now** (Hint: the secret is revealed in your Money Archetype)
- ☒ Which spiritual **money practices are bogus** and what to do instead that will kick up your revenues... fast!
- ☒ Which areas of your **environment** are likely holding you back from making more money and what **ONE simple action** you can take to **overcome this important problem**
- ☒ Why you are **pre-destined to make more** than you are now, and how to know how much that is!
- ☒ Five ways you **may be throwing money away** and **what to do right now** to stop these disempowering actions
- ☒ The **single most important** question you can ask to **instantly transform** how much you make (this is like being handed the keys to the kingdom!)

BONUS: You get my...

- Money Tracking Form
- Money Archetype Assessment
- Money Archetype Cards
- Checklist of Practical AND Spiritual Money Practices



Evana Maggiore

**"In just one year of working with Kendall I
TRIPLED my income and launched multiple
new income streams!"**

Evana Maggiore
www.fashionfengshui.com

2. Signature System Plan "Leverage Your Time"



- ✓ How to stop wasting time on traditional "time management" systems that don't work and instead **manage your time like a million dollar business owner** (this is so simple, you'll wonder why no one told you this before!)
- ✓ How to **free up as much as two hours per day**, and eliminate loads off your to-do list
- ✓ Why hiring a "virtual assistant" may sabotage your success (and what you can do instead to **get the help you desperately need even if you're on a tight budget**)
- ✓ How to turn your assistant's time from an expense into **income**
- ✓ How to know which are the **right things to focus on** so you don't end up frustrated with low-income results
- ✓ Why you **must get rid of this deadly distraction** sitting right now in your office (believe me, it's costing you tens of thousands, maybe even hundreds of thousands in lost income just for this year alone!)
- ✓ The **four simple words** that will transform your time from "wasted" to "wealthy"
- ✓ One simple trick for **cutting out an entire day of work each week** (think about it - 52 additional days each year to **spend how YOU want**)

- ✓ How to know which tasks to **delegate** based on the stage of growth your business is in (Hint: holding on too long to 5-figure tasks will keep you from **leaping** into 6- and high 6-figures)
- ✓ How to **get others to respect your time** so you're not interrupted from your high payoff activities
- ✓ Why **setting clear time boundaries** with clients will **instantly increase** your income (and a simple tip on how to do so in a way that actually **strengthens** your relationship)

BONUS: You get my...

- What's The Value Of Your Time? Chart
- Word for Word Script For Setting Clear Client Boundaries With Grace And Ease



Baeth Davis
Hand Analyst

"Kendall showed me how to fill my first high-end program with a simple email campaign in a couple of weeks with 11 people at \$12,000/ person. That's over \$132,000.00 dollars in income!"

"Since that time, I've added over one million dollars to my bottom line with high-end programs. I work with highly-motivated, DECISIVE clients. Thank you, Kendall, for providing a paint-by-numbers model that raises the bar in terms of business profitability and client satisfaction."



3. *Signature System Plan* **"Leverage One Single Program or Product Into MULTIPLE 6-figure Income Streams"**

- ✓ How to create the "**Kendall Cascade**" of programs, products and services, all from just **one simple idea** (this is what will practically guarantee your income...for life!)
- ✓ Step-by-step **million dollar business blueprints** (each one is **shockingly easy** to implement) * See my note below as to WHY I'm **handing these valuable documents to you**. My marketing buddies may get mad but I'm committed to helping as many solo-preneurs as possible **achieve their dream income and lifestyle business!**
- ✓ If you're launching a teleseminar, info product or coaching group, why you're likely **missing out** on the **real secret** to creating multiple 6-figure income streams

- ✓ When it's best to **create Passive Income** versus **Leveraged Income**
- ✓ The **3 hottest income streams** that are **easy to implement** and yield high payoff ... and which ones are best to avoid
- ✓ The **exact system** I use to **plan out every product or program launch** so I keep my sanity and protect my valuable time off
- ✓ How to create a 12-to-24 month action plan so you can **predict your cash flow** month-to-month
- ✓ How to **quickly and easily** transform your **current business model** into a multi 6-figure, even 7-figure, success... without giving up what you most love to do (you'll find you get to do MORE of **what you love**, and less of what you detest)
- ✓ How long it **really takes** to create an info product (such as a home-study course or CD set) and how to **dramatically cut that time**
- ✓ How to fund your info product projects **without spending a dime** of your own money
- ✓ How to quickly and **easily create content** without ever running dry of ideas

BONUS: You get my...

- Million Dollar Business Signature Systems!
- Detailed Checklist of Which Income Streams Are Hot
- Sample Implementation Plan
- Marketing Calendar Template
- Simple Product and Program Launch Flow Chart
- Info Product Creation Checklist and Sample Work Plan



Terry Hickey

"Thanks to just ONE idea I got from Kendall I've brought in over \$20,000 in the past 90-days, and the opportunities for more are right at my fingertips!"

"I knew I wanted to switch from being a traditional therapist to offering specialized coaching, but I didn't know what to do first or how to get started. Kendall gave me a specific action plan, showed me how to pinpoint my ideal market,

then helped me **design a strategy** and **lucrative packages** that my clients are clamoring for.

I'm helping people make dramatic changes AND I'm making great money doing what I love most, which was my dream. Plus, the opportunities for JV partnerships are streaming in, which is exactly what I hoped would happen. **When she says that making great money is part of your spiritual path**, believe it, because it's true!"

Terry Hickey
Belief Change Alchemist
TerryHickey.com



4. Signature System Plan

"How To Create Membership ('Continuity') Programs"

- ✓ What one simple addition to your membership program will likely **keep members for life**
- ✓ Often overlooked membership style programs **anyone can offer**
- ✓ How to start your membership program on a **shoe string budget**
- ✓ How to **serve your members** without getting burned out or resentful
- ✓ How to **LEVERAGE your membership program** into greater income streams, while serving the needs of your members
- ✓ Which components you need and what you don't, plus which tools to use to **make your membership program simple to run**
- ✓ How your membership program fits nice and neatly into your million dollar blueprint strategy
- ✓ When is the **right time** (and how) to launch your continuity program
- ✓ **How to price** your membership program (and where to find the hidden GOLD in this important revenue stream)
- ✓ Creative **ways to turn** one membership program into multiple streams of income in 12 months (or less)

BONUS: You get my...

- Membership Program Checklist
- Sample Guest Speaker Form
- Sample Call Reminders
- Sample Ezine Special Announcements
- List of Sample Membership Program Components
- Resources for CD Duplicating and Fulfillment



Nancy Marmolejo
Online Visibility and
Social Media Expert

"I'm consistently having my BEST MONEY MONTHS EVER and have now TRIPLED my income"

"Kendall helped me transform my various coaching packages into lucrative programs my clients LOVE! I'm consistently having my BEST MONEY MONTHS EVER and have now tripled my income."

Plus, my clients are experiencing unprecedented success. By focusing on value, my Unique Brilliance, and client results, it's a win-win for all. What makes this even sweeter is the type of client I'm attracting: the serious entrepreneur who knows that investing in herself and her business will yield incredible pay-offs."



5 Signature System Plan "How To Attract And Lead A High-Service Team That Serves You"

- ✓ How to know if you're tolerating poor performance on behalf of your team and **what to do about it** without being a you-know-what
- ✓ Why your **communicating style** may be sabotaging you getting the support you need (and how to communicate authentically while still **getting your needs met**)
- ✓ Creative ways to **turn your team's time** into profitable time
- ✓ One simple thing you must do to **keep from outsourcing your power** when you outsource your tasks
- ✓ Why **women need more team support** than men and how to get that support even on a tight budget
- ✓ The reason why you're likely still doing too much (even if you have a team) and what **one simple mindset shift** you must make to eliminate this pesky problem forever
- ✓ How to stop trying to "model men" in your leadership style and instead **lead like the Divine Feminine Goddess** you truly are
- ✓ How to **respectfully** terminate your assistant (else risk putting up -- and paying for! -- inferior service that will slow your success down by tens of thousands of dollars!)
- ✓ How to get out of the "I can do it better/faster" trap and start **delegating like a million dollar business owner**
- ✓ Which things are best to outsource locally versus virtually
- ✓ The one deadly **mistake most solo-preneurs make** when hiring their team (not knowing this will cost you a ton!)
- ✓ A **simple strategy to keep from** drowning in emails and questions from your team (this strategy alone will **save you hours** every week!)
- ✓ Which documents you must have your team members sign to protect you and your business



How to "**secret shop**" your team's emails to clients so you're assured that all communication **matches your integrity** and brand



Why having everyone on your team totally "**get**" **you and your brand** is crucial to **building a high-income business**

BONUS: You get my...

- Checklist of What I Outsource
- Sample Script of How to Terminate a Team Member
- Sample Email Between Me and My Team That Saves Me Hours Every Week



Dr. Ritamarie Loscalzo

"Within less than a week of listening to Kendall's home study course, I made \$10,000.00 enrolling clients into my first 90-day Platinum Level program."

"I used her enrollment form template, phone strategy and mindset techniques and **I couldn't believe how easily I was able to get people enrolled.** I can't wait to see the amazing results next time, when I fully apply ALL of the principles."

Dr. Ritamarie Loscalzo
www.FreshnFunLiving.com



6 Signature System Plan **"How To Charge What You're Worth And Get It"**



How to know if you're undercharging (you probably are!) and what to immediately do to **stop this destructive habit**



Why keeping your fees low is **hurting your reputation** and turning clients away



Why it isn't "greedy" to charge more (and how doing so actually helps you **serve others in a bigger, more meaningful way!**)



My signature fool-proof-formula to **know what to charge** every time



How to **answer the question**, "What do you charge" without shooting yourself in the foot



When is the **right time** to introduce your fee to your client (not knowing this practically guarantees losing the sale)



How to know when it's appropriate to **raise fees with current clients** (and what to say so they accept the change without blinking an eye)



The secret your **Money Archetype** reveals about how much you can really charge



How to **confidently quote your new fee**...and hear "yes!" from your prospective client (this feels so good you'll be excited to do it again)



What one thing you must have to **easily and ethically** justify charging more



Simple **payment plan strategies** that help your clients pay more without feeling the pinch

BONUS: You get my...

- Script of How to Handle Questions About Your Fees
- Script When Raising Your Fees With Existing Clients
- Sample Payment Plan Strategies



Sue Crutcher

"Within just one week of Kendall's workshop in Tucson, I doubled my rate, then added another 50% to it, then doubled it again. Clients keep saying 'yes' so I keep raising my fees!"

"Originally, I had decided to work with seven people until I got my feet wet and felt comfortable with what I was offering. Then, I got thinking: "That's pretty pathetic, Sue. Why not make it three, then raise the price; break at seven; raise the price again with a final break at twelve

before I go into my full program?"

In reality, when I brought the concept up in my conversations, my first 'client' (whom I had suggested a rate to and asked her to think about it) – **doubled** the rate I had suggested of her own accord. Woohoo!

When I talked to the second person, my mouth **automatically added 50% more** to the rate which she accepted without so much as blinking. When I talked to the third person, who is very excited and part of another coaching program I am in, my mouth **smoothly doubled the previous rate**.

Yesterday, I happened to mention the new workshop I had just returned from, how excited I was and a few things that I learned. One woman immediately grabbed my arm and practically begged me to sign her up. I told her straight up that I had reached my cap at my introductory rate and that hers would be higher. It didn't phase her. So, she is at **triple** the first client for pricing. So, it would appear, sometimes when my mouth gets ahead of my brain it can be a good thing!

Two weeks later – I am half way to my final pricing goal, signing up a minimum of one private client a week, and well on my way to developing my first group workshop to be presented this fall. I look forward with great anticipation to the leaps and bounds ahead."

Sue Crutcher
www.suecrutcher.com

* Already secured her seat to attend *
Money, Marketing and Soul Intensive this October



Signature System Workshop

**As Much "How To" Info As I'm Already Generously Giving Away In This
Signature System LIVE Workshop, The Benefits Wouldn't Be Complete
If I Didn't Mention This...**

BONUS "Spiritual Benefits Of Attending This Live Event"

- ✓ Dramatically **increased self-confidence** and personal self-mastery
- ✓ A clear map of **what to do next** in your business so you're **serving more people** in a highly paid, highly leveraged way
- ✓ Satisfaction of knowing your **business model supports** your desire to **make a difference in the world!**
- ✓ **Powerful networking opportunities** (the potential JV relationships you can create here are awesome!)
- ✓ For the first time, feeling like you've "**found your tribe**" of soul-sisters
- ✓ An **inspiring** and **truly safe environment** in which to authentically share what you value most about yourself and your business
- ✓ To join a **community of amazing, inspiring women** (and some great guys, too!) who have big hearts and want to share their gifts with the world...just like you do!
- ✓ Be part of the "**Kendall Way**" of creating an **amazing lifestyle that serves you so that you can serve others**





Being **connected** to a **mentor who truly loves** and cares about you (you know the power love has to transform good into great!)



Creating **life-long friendships** that **inspire** you to achieve and **live your potential**



Contribute your **support** to other like-minded entrepreneurs in their quest for **spiritual** and **financial success**



Opportunity to rub shoulders with my star clients (these super supportive people will **generously help you** easily absorb what you're learning)



A masterful, graceful live event experience that makes learning **effortless** and most of all, **FUN!**



BONUS: You get my...

- Divine Feminine Wisdom throughout the entire event!



Signature System Workshop

Is This LIVE Signature System Event Right For You?

No event can meet the needs of everyone. Which means that only the **RIGHT** people will be attracted to the energy and information of this transformative event. Let's see if this is a fit for you so you can feel confident about securing your ticket today, okay?

This Intensive is **PERFECT** for you if you:

- Want **freedom** from fear about money
- Feel stuck or overwhelmed about how to redesign your business model so it meets your **financial** and **lifestyle goals**
- Love the **idea** of **creating a multiple streams of income business** (and the freedom that goes with it!) but are confused as to how to actually **accomplish it** without working harder
- Feel you have something **powerful to share** with the world, but need direction and a **step by step plan** (plus a loving kick-in-the-pants) from a mentor you feel **connected** to

- Crave **community** and **connection** (like being part of a healthy, extended "family") with people who **support you** and who you **enjoy being around**
- You've been seeking **practical marketing** and business information but only if presented in a way that **honors your heart and soul**
- Want to **feel good** about the difference you're making in the world AND make an **amazing income**
- You want to be a **positive role model** of soul and success for the people in your life
- Wished you had a real-life mentor who would **tell it to you straight** and show you **exactly what to do** and when to do it so you can **live up to your potential, helping others**
- Love my Money, Marketing and Soul message and have been waiting for an affordable way to **learn with me — up close and personal — LIVE**



Vicky White

Vicky White
www.LifeDesignStrategies.com

"I'm celebrating my first \$20,000+ month"

"In the past, I offered several 12 month programs and never did fill any of them. But this time, using Kendall's specific step-by-step strategies, my program SOLD OUT so easily I could hardly believe it was happening for ME.

As a result, by August I'd already made more than I did for all of last year! In fact, I'm celebrating my first \$20,000+ month. Now **I have a template for platinum success** I know I can use again and again. This is the system and structure I've been searching for."

What This LIVE, In-Person *Signature System* Event Is NOT...

- ***A multi-speaker show that just tries to cram stuff down your throat.***
 --> 90% of this event is taught by yours truly, so you're getting what you came for -- training, mentoring and Q&A directly from the source.
- ***A lot of theory that glosses over with the "what" and the "why" but not the HOW.***
 --> I'm revealing step-by-step HOW to design and run your high-income business. I'm even including templates, scripts where needed, checklists and resources so you have EXACTLY what you need to be successful!
- ***A replay of material I've already taught in past teleseminars.***
 --> Nearly ALL of what I'm delivering at this event is BRAND NEW. Innovative marketing and soul strategies are what I'm famous for so you can trust you're getting the freshest, BEST information I have to offer!
- ***A rehash of what other marketing experts teach.***

--> I think it's fair to say that NO ONE teaches how to create money breakthroughs or how to charge what you're worth like I do. And I don't mean to brag but honestly, I'm considered the master at these topics. Plus the "go to gal" on how to create not just one, but MULTIPLE streams of income from every program or product you launch. These are my signature systems and I'm sharing them, LIVE, with you on October 15-18th.

- ***One of those "infotainment" events that are like fast food -- fun to consume but doesn't deliver any real content.***

--> While you WILL have a great time, this event is designed to deliver what you came for —practical, how-to steps that are easy to implement.

- ***A carefully "choreographed" event where you never have the opportunity to ask questions***

--> I've designed "spotlight" coaching time throughout the Intensive so you have ample opportunity to get up close and personal with me on stage. Plus, we've designed in plenty of Q&A time, providing even more opportunity to get your questions answered. And as a special bonus, we'll have my Certified Money, Marketing and Soul Coaches on hand to help out with any additional support you need. So, we've got you covered!



Carolyn Ellis

"Good news is that I essentially tripled my coaching rates and will be earning that in about a third (or less) of the time it would have taken me to earn that with my old coaching business model. Absolutely -- way more money, much less time and effort -- and more fun!"

"I'm so excited to share with you that I've just signed up my first client for Brilliance Mastery. I told her how I designed a program just for her -- and she was chomping at the bit (hey, that's a good one isn't it Kendall, you horsewoman

you!) to say yes!

I'm stopping doing the traditional coaching 3-4x/month program. But the good news is that I essentially tripled my coaching rates and will be earning that in about a third (or less) of the time it would have taken me to earn that with my old coaching business model. Thanks to using Kendall's tools in just 20 minutes I created a graceful way to make \$500,000. So... yahooo! I'm thrilled!"

Carolyn Ellis
www.BrillianceMastery.com

*** Already secured her seat to attend *
*Money, Marketing and Soul Intensive this October***

"Okay, Kendall, Sounds Great! But What's The Investment?"

Clearly, I could charge just about anything I wanted for this one-of-a-kind event. After all, what I share will literally be **worth** at least TENS of THOUSANDS, even HUNDREDS of THOUSANDS of dollars to you over the lifetime of your business. And that doesn't even include the value of you feeling increased confidence and happiness as you make more money, doing what you love.

Remember, I'm sharing a complete, Signature System that took me years to develop, so you know this

event will:

- **Take months of planning and preparation off your shoulders**
- Give you new **income streams** you can **launch almost immediately**, some are even virtually **FREE**
- Include **checklists, forms and templates** to help you be successful
- Save you from **making costly, time consuming mistakes**
- Help you create **dramatically more money**, even with your very first or next client
- Remove all of the guesswork regarding **getting started** the right way
- Solve the problem of how to **leverage your time** into **greater income while working less**
- Bring you the soul-fulfilling **financial and spiritual rewards** you've been seeking
- Position you as an **expert** in your industry
- Ensure you **only work** with your **ideal clients**
- Transform your business model into **one you love**

As you can see, it's packed with value. In the past, this step-by-step information has **ONLY** been shared with my most elite clients. BUT, I honestly wouldn't be fulfilling MY Soul's Divine Purpose™ if I held back and didn't share this you.

So after much **soul-searching**, my inner wisdom kept urging me to make **attending this event** a no-brainer for you.

Honestly, just one strategy alone from the How to Charge section would cover the reasonable ticket price, plus all your travel expenses, **at least ten times** over. When you add in the strategies on **creating multiple 6-figure income streams** I'm sure you'll agree that this is an investment that provides a **life-time** of return and **value**.

The Signature System Event Investment Is Only \$2,997!

Yes, that **includes all three days of the Signature System Event**.

Yes, I know that this seems almost too good to be true, especially when you consider what this information is worth in terms of your return on investment (which could easily be instant). I'm positive that \$2,997 is significantly **LESS** than how much **more you'll make** with your very next client alone.

AND don't forget, that doesn't even begin to scratch the surface of how **much this information will be worth to you** in the upcoming months, even years. That means this event will **likely pay for itself IMMEDIATELY...and keep on paying for itself, over and over again**.

I can tell you that the blueprints you'll discover in this Intensive are the **EXACT** same ones I've used to first create a six figure business, and now a seven figure business.

What is **THAT** type of information worth to **YOU**?



Carey Peters

"Just 3 days after learning Kendall's system I got my first client!"

"I just mentioned to her **ONE** idea I got from Kendall and she was **ALL** over me about it! Yee-haw! Thanks for all the support!"

Carey Peters, coachtoolstogo.com

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October**

ACT
NOW!



Signature System Workshop

Plus, You Can Bring a Friend for ONLY \$50. Here's Why ...

I hate to travel alone so I'm offering you the option to **bring a colleague, spouse or member of your team for only an additional \$50. Yes, you read that right!** I want you to be able to share this with the people who support you the most because I've seen first hand how critical that can be to your success.



**Want to Get the Very Most Out of This Event?
Join an Elite Group of VIPs and Receive BONUS Add-On Day FREE**

Bonus Add-On Day I Includes These Celebrity Guest Speakers and Mentors...

Multi-Millionaire Entrepreneur James Malinchak teaching **"How to Make Money From Speaking"**
Marketing Coach Helen Graves revealing **"What to Say if You Hate to Sell"**
Master Belief Change Expert Terry Hickey and I co-leading **"How to Eliminate Bad Apple Money Beliefs so You Can Enjoy the Abundant Fruits of Your Money Tree"**

Upgrade your ticket to **VIP** or **VIP Elite** and you'll enjoy privileges such as the **BONUS Add-On day FREE** (Oct 18th) where you'll learn in-depth info with celebrity guest speakers (and my personal mentors), enjoy **gourmet lunches** — my treat! — feel pampered and appreciated with special **goody bags** and **network**.

Networking at events is a **fantastic opportunity** to create JVs, forge new relationships, create collaborations projects, meet people **you've heard about** and to rub shoulders with women who've **walked the path of where you are now**. VIP tickets are an additional \$297. VIP Elite tickets are an additional \$497.

NOTE: VIP Elite is strictly limited to 100 tickets and we have **LESS THAN 9 still available!** VIP Elite includes additional privileges such as **VIP "front and center" seating, early event check-in, deluxe goody bag** filled with items **hand selected** by me, ticket to **invitation only cocktail reception** with me AND my **special bonus day guests James Malinchak, Helen Graves and Terry Hickey, photo opportunity with special guests** and more.

How To Upgrade: You'll have the opportunity to upgrade your ticket to VIP or VIP Elite right after you [secure your ticket to the Intensive](#). Details are on the "thank you" page you'll see in just a moment.

May I Show You How You Can Attend The Money, Marketing and Soul Intensive For Free?

- Adding just ONE new high-end client will **easily cover** your investment in getting your

hands on this life-changing information. Multiply that by three clients...now ten...pretty amazing return on investment, don't you agree?

- Launch just **ONE new** income stream (don't worry - I'll show you how) and your investment will seem like peanuts
- Use any **ONE** of the **money breakthrough systems** I'll teach you and you'll immediately experience the joy of increased cash flow
- My **money back guarantee** makes your investment **RISK FREE** (see below for details)
- Your ticket likely qualifies as a **business deduction** on your taxes (of course, be sure to check with a tax professional)
- ... the list of ways this investment **MORE** than pays for itself is endless!



Alicia M Forest, MBA
Multiple Streams Queen
& Coach™

"In less than 3 weeks, I had 7 new clients and generated \$43,450 in new income. It truly could not have been easier."

"I had basically stopped coaching one-on-one because I wasn't happy with the traditional coaching model. I felt it didn't serve my clients or me in the best way. I wanted to put in place a process and a program that lifted the coaching relationship to a new level where we both received a lot more value from it.

I went through the entire program within two days and in less than 3 weeks, I had 7 new clients and **generated \$43,450 in new income**, all from simply following your program, step-by-step. It truly could not have been easier. Everything I needed was included – all I had to do was implement it to get these amazing results!

What was the most meaningful to me was being able to **share my results with my husband**. I can't tell you how good it felt to say to him, "Thank you for believing in me -- it's now paying off! I can't adequately express my **deep gratitude** and joy at being able to validate his belief in me in this way. Thank you, Kendall, thank you..."

Alicia M Forest, MBA
Multiple Streams Queen & Coach™
www.ClientAbundance.com



Signature System Workshop

And, If You Register Now, You'll Receive These

FREE BONUSES:

1

Money Archetypes Assessment and Full Color Money Archetype Cards



Archetypes; Personal Assessment

Wondering what **YOUR Money Archetype** is? This easy assessment will solve the mystery for you! **Find out at the Intensive!**



Beautiful Money Archetypes; Cards

4 **stunning**, full color, large format "cards" - one for each of the four archetype quadrants of Transformation, Discovery, Power and Attention.

Each card beautifully illustrates the **Spiritual Money Path** of your clients' Money Archetype, plus provides detailed information (on both sides) about the

specific money challenges, spiritual **money actions** and motivating money words to help you create amazing money breakthroughs. Each card set comes in its own envelope for elegant presentation.

Value of this information? Considering it has the power to transform how much you make -- and keep -- each month I'd say it's PRICELESS!

2

Templates, Scripts, Checklists, Examples And More!



This special bonus will **save you HOURS of time**. I've carefully packaged the tools you need to be successful with each of the income streams I'll reveal. These are the **SAME** tools I've used in my business for years, so you **KNOW** they work!

Each of the templates, scripts, checklists, examples and more is beautifully presented in a gorgeous binder. Easy for you to reference over and over again, as part of your six and seven figure success blueprint!

Value: Honestly, the worth of these templates, scripts, checklists, examples and more is hard to estimate. Especially when you consider they represent years of work and effort on my part to create. So I think it's reasonable to say they're worth \$497

3



Million Dollar Business Signature System Plan

I'm handing you the keys to the kingdom when I give you my million dollar Signature System that anyone can use to create a six and seven figure businesses. This is the **EXACT** Signature System I used to create my seven figure lifestyle business. Your blueprint is beautifully printed in full color, ready for you to hang in your office so you stay on track, every day. The blueprint will tell you EXACTLY what to do!

Plus, I'm including many examples of six and seven figure business models. These "done for you" templates mean you can just "select and go" when it comes to designing a high income business you love. Honestly, making a lot more money couldn't be easier!

VALUE: Clearly, the value of the Million Dollar Business Signature System is worth, well, seven figures! Even more when you think of repeating that kind of income year after year, like I'm now doing. So let's just say this bonus is worth \$2,997

4



Spotlight Coaching Sessions LIVE With me On Stage

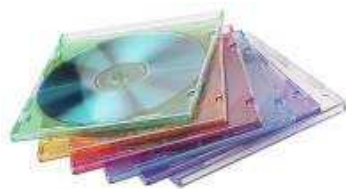
I'm including opportunities for you to receive "spotlight" coaching with me, up on the main stage, throughout the event.

I'm known for my ability to get right to the bottom line of an issue...FAST, and LOVE these spotlight sessions! Believe me, what can happen in just a few minutes of coaching with me has the power to transform your business and create extraordinary new possibilities for you that can

benefit you for a lifetime!

VALUE: Taking into account that I've created a 7-figure business the value of these spotlight sessions is easily calculated to be over \$1,000

5



Complete Audio Recordings Of The Intensive

A few weeks after the event we'll send you your personal set of recordings, ready to play back and recapture the information and the spirit of the event. (Note: If you live outside North America there will be a small shipping fee off \$19 applied prior to mailing your order)

VALUE: Considering that I'll sell these recordings as a home study program later, the value is easily \$1,500

6



Lavish Goody Bag

We'll pamper you with a goody bag FILLED with fabulous treats to inspire you and keep you comfortable. Each item is hand-selected personally by me so you know everything is of top-notch quality!

VALUE: \$197

7



Bring a Friend Option For Just \$50!

I hate to travel alone so I'm offering you the option to **bring a colleague, spouse or member of your team for only an additional \$50. Yes, you read that right!** I want you to be able to share this with the people who support you the most because I've seen first hand how critical that can be to your success.

VALUE: Full \$2,997 ticket price

NOTE: You Can Purchase This Special Option Only AFTER Purchasing Your Primary Ticket To The Intensive. You'll find the link for this option on the following "thank you" page.

I'll Even Include These Two Pre-Event Bonuses To Help Get You Started On Your Money, Marketing and Soul Journey Today...



Pre-Event Signature System Video Tip Series

Between now and October 15th when you walk through the doors, I'll send you video tips on my favorite million dollar mindset and business model Signature System strategies.

VALUE: While one tip alone could be worth the value of a new client, or doubling your fees, or any number of other benefits, let's just say this bonus is worth \$497



THREE MONTHS *FREE* membership in my popular Success Circle Coaching Club

You may have already heard about my popular Success Circle Coaching Club. It's been an overwhelming success with hundreds of members.

I'm gifting you with a FREE THREE MONTHS membership that includes ALL Success Circle benefits.

You don't have to wait -- your membership benefits will begin as soon as you complete your ticket purchase to the Money, Marketing and Soul Intensive. If, after the 90 days you want to cancel your membership, simply let us know via phone or email, and we will stop your membership immediately. Otherwise, your credit card will be automatically charged \$97/month for this great value.

Note: If you're already a Success Circle member, this bonus does not substitute for your regular monthly membership tuition.

Value: \$291

Here's a Peak At Our Beautiful Money, Marketing and Soul Oasis in Peaceful Tucson, Arizona



I cannot think of a better setting to have this event! Every time I'm at this resort, magic happens. Nestled right up against the scenic Catalina Mountains, in the beautiful Tucson foothills, is where we'll spend 4 magical days together. Every room has a **private balcony so you'll wake up **relaxed** and ready for an **amazing day** you'll spend with me and your Money, Marketing and Soul colleagues.**

When you attend this event, at this beautiful luxury hotel, you'll be saying yes to an **environment that supports** your business vision and your journey into a whole new level of success.

I take my environment very seriously, as you'll soon see by how much attention I give to the space where we'll be spending our 4 days together. Environment has a **HUGE impact** on how productive, creative and effective we are able to be in our work so I wanted to include that mindset into this entire experience.

As soon as you register for the MMSI, hotel details will be provided to you so you can book your reservations. We've negotiated an amazingly low rate for you, at just \$149/night. You're also welcome to arrange a room share if you're watching your budget.

This hotel is so fabulous that I actually encourage you to come a few days before or stay a few days after to give yourself some time to prepare for or reflect on everything you learned. I'm a huge fan of daily self-care because I know that when we feed our soul, it's easier to fill our purse!



The rooms are gorgeous, a perfectly cozy space so that you can soak in everything that happens at the event.

Your room also has a huge "soaking tub" and even has a t.v. next to the marble sink. **I love that!**



Here's the dining room where you'll hang out in the evening, chatting and sharing notes with your colleagues. Notice the views of Tucson through the picture window? Gorgeous!

You'll feel like you've stepped away from everything so you can really soak up what you're learning.



And, with a tennis center, two 18-hole, Fazio-designed PGA golf courses, hiking, biking, recreation and fitness facilities and classes, and many other activities you'll never run out of stuff to do.



Or, if relaxing is more your style, you can hang by one of the two beautiful swimming pools or get a treatment at their 7,000-square-foot, full-service spa. Or enjoy some really delicious room service when you're up for a quiet night in.

Away from your everyday activities, in a peaceful but energizing environment, you will discover:

- ✓ Your **spiritual money path** – critical for determining your practical Spiritual Money Actions you can **start doing to immediately** to transform how much you make...and keep every month.
- ✓ Your **Money Archetype** – necessary to demystify WHY you may be engaging in beliefs, habits and actions that sabotage your **financial success**.
- ✓ And **How to Leverage Your Business Model**...which holds the key to creating stream after stream of **cash flowing into your business**

Plus, to put you **100% at ease**, I'm giving you...

My Generous "MORE Than Your Money Back" RISK FREE Guarantee

I'm so confident that the information you'll learn at this Intensive will give you what you need to transform your money mindset and your business model that if, at the end of the first day, you feel I'm



not delivering on what is promised on this website, you can choose to turn in your materials, exit the event and ask for a full 100% REFUND.

I'll refund your main event ticket PLUS I'll even donate \$250 to the animal charity of my choice.

(Sorry, there are no refunds for VIP Networking or Bring-a-Friend tickets).

No quibbling...you have my word on it!

Kendall

ARE YOU READY?

**** NO RISK REGISTRATION FORM ****

☐ **"Yes Kendall, I can't wait to learn the Signature System Plan on creating a six and seven figure business!"**

I understand that when I attend the Money, Marketing and Soul Intensive with this group of other soulful, spirit-rich entrepreneurs in Tucson, Arizona, October 15-17, 2009 (with a special add-on day, Sunday October 18), I will receive instant access to:

1. **My Money Archetype** which will reveal my **Spiritual Money Path** and **Spiritual Money Actions**
2. The **Million Dollar Business Signature System** which will show me, step by step, how to transform my business into a six or seven figure success (provided I follow the steps and do the work)
3. **Specific training** on how to transform even one idea into multiple six figure income streams

I also understand I will receive these benefits:

- Money Archetypes Assessment and a set of full color Money Archetype Cards
- Workbook filled with templates, scripts, checklists, examples (and more) for each section of the blueprint.
- Opportunity to receive spotlight coaching with you on the main stage during the event.

- Opportunity to ask questions of you during the event.
 - Audio recordings of the 3 main event days, sent to my home a few weeks after the event (thank you for this amazing bonus!)
 - Lavish goody bag, filled with items you've hand-picked.
 - Pre-event video series to help me get off to an awesome start.
 - **3-months FREE membership in your Success Circle Coaching Club.** I understand that includes live monthly calls with you, CDs of calls mailed to my home, every-other-month GUARANTEED personal coaching with your Success Circle coaching team and access to your online Mastermind community.
 - Option to bring a friend, spouse or colleague for a MORE than generous \$50 additional fee. I understand this option is available once I complete my purchase of my event ticket. Sorry, only ONE Bring-a-Friend ticket allowed per regular ticket purchase.
 - Better than NO RISK guarantee. I realize I have up until the end of the first day to ask for my money-back. I also understand I'll turn in my materials, exit the event and that in addition, you'll donate \$250 to your favorite animal charity should I chose to quit the Intensive.
- *** PLEASE NOTE:** If you decide not to attend the Intensive, you have up until **30 days before the event** begins to ask for a refund. We'll refund your ticket purchase, less a modest \$50 bookkeeping fee. After the 30-day cutoff, you can apply the funds to Kendall's future events or any other products and services within one year. This is so we can prepare all of the fabulous goody bags, event materials and lunches for an accurate count of participants. ;

Pay in full now for only \$2,997



I can't wait to welcome you to the "Kendall Way" of making amazing money doing what you love! Your success is dear to my heart and I will do everything in my power to help you break through your money barriers, create multiple streams of income and achieve the emotional, spiritual and financial success you've dreamed about!

Love and brilliance,

Kendall

Kendall SummerHawk
Million Dollar Marketing Coach

P.S. - If you watched the video on the top of this page you got an idea of what it would be like to work with me live. I know people say this a lot but I **promise** you this will be like no other event **you have ever attended!**

I have a reputation for **cutting out the fluff**, getting to the heart of what you need and delivering proven, simple tools you can **implement immediately** to **see results**. This event will be no different! I've put together a system that has **proven** itself over and



over again and have designed the Intensive so you'll feel energized and **inspired** to **take action** and you'll know **EXACTLY what to do next**...unlike other events that leave you feeling totally overwhelmed. So, **[click here now](#) to join me, okay?** And finally claim the time, freedom and money you want in your life!

P.P.S. I'm known for challenging my clients on the spot. So, if you're wondering if this investment is worth it or how you are going to find the money to pay for it then I challenge you **right now** to go out and get a client. **Do what it takes** to find the money to cover your event ticket, VIP ticket, travel and accommodations right now. **I'm not kidding.** The **magic starts the moment you say "Yes!"** You can do this, I have **complete confidence** in you!



Jane Button

"I followed Kendall's simple steps and in just one month I had signed up 3 Private Platinum Fast Track members for a 6 month program paying nearly \$8,000.00 EACH...with NO website or sales letter!"

" Though I have been an entrepreneur for many years and have started two businesses each with well over \$1M in sales, I was in the beginning stages of my dream business and looking for all the help I could get to jump-start my newest venture. So when Kendall started talking about how I could easily and effortlessly start at the top with a "Platinum style" program, she really got my attention.

I am so grateful to Kendall for her wisdom, caring and masterful insight into business and people. I set what I thought was a pretty lofty sales goal for the first year. Kendall encouraged me to revisit that initial goal, and I have now doubled it. What she teaches works."

Jane Button
www.CraftABusiness.com



Diana Long

"Thanks to ONE simple strategy, I made more working with just one client in ONE DAY than I ever thought possible!"

"Before learning Kendall's secrets for signing up Platinum Style clients my coaching fees were about the same as everyone else's. Thanks to ONE simple strategy, I made more working with just one client in ONE DAY than I ever thought possible! Plus, the client was thrilled with her results. I can't wait to duplicate my success again and again!"

Diana Long
www.DianaLong.com

Legal Disclaimer: Every effort has been made to accurately represent our product and its potential. The testimonials and examples used are not intended to guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation.

Still Undecided?

Ask me any question about the Money, Marketing and Soul; Intensive and I'll help you decide if it's right for you.

Name:

Email:

Your Question:

[Ask Me Now!](#)

Thank you! Once you send in your question either I or my husband and business partner, Coach Richard, will be contacting you personally.

Kendall SummerHawk

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ph: 520-529-4960

fax: 520-299-3450

email: Kendall@KendallSummerHawk.com

www.KendallSummerHawk.com

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**Signature System Live Workshop
with Kendall SummerHawk**



"Here's Your Chance to Learn at My Live **SIGNATURE SYSTEM Workshop on October 21-23, 2010 the System I Used to Go From Frustrating 5-Figures to a Million Dollar Home-Based Business in 3 Short Years ... And How You Can Too!"**

Why struggle and leave your success up to chance when I'll HAND YOU my proven, *simple-to-implement* Million Dollar Business Signature System Plan so you can create your own six, high six and even seven figure business... no matter where you are right now!

I'm even including the *Signature System* scripts, checklists, templates, examples and more...everything you need to be successful with greater grace, ease and authenticity than you've ever previously thought possible

But, I URGE you to act FAST because there is ONLY * 1 * seat still available before we're completely SOLD OUT!

**From: Kendall SummerHawk,
At my desert oasis horse ranch in Tucson, Arizona
Monday, 10:00 a.m.**

Dear Solo-preneur,

- Are you frustrated because you can't seem to break through your current income level?
- Have you tried creating "passive revenue," only to be overwhelmed with how much work it takes, then disappointed with the results?

- Are you giving all of your time and energy to your clients, then winding up exhausted and even resentful of how much work you do?
- Are you tired of sitting on the sidelines — watching others break into six figures, high six figures and even seven figures — wondering why they're reaching success so much faster than you?

Believe me, I understand! I was once where you are now.

TRUE STORY

Just a few short years ago I could only imagine breaking through to 6-figures. And 7-figures? That felt like a dream that wasn't meant to happen for ME. And while I was happy for the success of others, I kept asking, "When is it going to be MY turn?"

Back then, I worked my fanny off, marketing like crazy to get 1-on-1 clients and fill the sporadic teleseminar program. I was stuck, frustrated and, I admit, getting pretty cranky.

As you well know, making even \$90,000 doesn't go very far when you consider ALL of the expenses! Every dollar I made seemed to go right out the door, making it impossible to bust through the 6-figure barrier. There was a moment (okay, several) where I thought, "If I don't break 6-figures soon, I don't know what I'm going to do!"



Here's What Happened Next...

The next year I quickly broke into 6-figures! And it was all from making **one simple change in my business**.

Encouraged, I realized I was onto a formula that could be repeated. The next year I implemented just a few more simple changes and **MORE THAN TRIPLED** my income, bringing in over \$564,000. The year after that I nearly **doubled my income** to break through the **magical million dollar mark**.

Now, I bring in **more in one week** than I used to make all month. I consistently have **6-figure MONTHS** and am on track to more than double my income again this year into multiple millions. All while working comfortably at home, where I get to enjoy my horses, plenty of time off and a truly enviable lifestyle thanks to the financial success of my business.

Clearly, I proved this **SIGNATURE SYSTEM Works!**

The best part is, this Signature System has **worked its magic** for my clients, too. Once I **showed my clients what to do** they began to experience similar results in their life and business -- increased income with greater ease, joy and authenticity than they had previously ever thought possible. I now have helped **create 6-figure breakthroughs** for client after client.

The success stories that flow in every week fill my heart with gratitude that I'm able to help so many people do just what I've done -- make fabulous money doing what they love. How **awesome** is that!



Working with amazing soul-preneurs doesn't feel like work, but a joy, knowing I'm helping them create their dream business!



Building our new home is a dream come true! I never thought I would be able to afford such a gorgeous piece of property.

I ONLY work with clients I LOVE: high-achieving, spiritually oriented women entrepreneurs who want a thriving business AND a life they love. They line up to work with me because they respect how I "talk my walk" (always living the same concepts, strategies and values I mentor them on). Every program I offer is sold out, which means I can "bank" on money coming in the door. You can imagine what a secure feeling that is!

I only "see" clients 2 days each month, leaving plenty of time to create new programs and products that add passive revenue to my business, grow my list, create profitable joint venture relationships, and spend time on the other activities I truly enjoy in my business, such as hosting inspiring retreats and workshops throughout the year.

I have a dedicated team take care of me and all the details of running my business. I can't tell you what a relief it is to have enough help and support, giving me even more freedom to enjoy my business and my lifestyle.

I am truly humbled and **grateful every day** that I make this amazing amount of money, all the while fulfilling my Soul's Divine Purpose™: helping self-employed entrepreneurs **create financially and spiritually thriving businesses.**

There's nothing like knowing you have a **consistent flow of money** coming in to bring you **peace** and security.

I truly hope you understand that I'm not telling you all of this to brag (that's so not my style), but to inspire you that if this dream business is possible for me, it's possible for you, too!

Everything I've done is simple and easy to repeat in YOUR business. You don't need to already be a "big name" or even have a list. You just have to have the desire for authentic success...more money, more time and more freedom in your life and business. **I'll show you exactly how to achieve this for yourself using my Signature System!**

In fact, ANYONE who has a soul-preneur business can repeat this same type of success IF they're shown how.



I value learning so taking time off to go to "horse camp" every summer is an experience I'll remember the rest of my life!



Richard and I are so much more relaxed and happy, now that the money continues to flow in.

I imagine That THIS Is YOUR Business ...

Your day **starts after a relaxing morning** spent with your family or working out. When you step into your office you **feel excited**, full of the knowledge that **your day is focused on the activities you truly love** and that bring you joy. Your day flows smoothly because your business model makes it easy for you to focus your gifts on doing what you do best.

You only work with **clients you LOVE** and in return, they are a joy to work with. Even better, you are respected as an expert in your niche. Your clients get outstanding results because they're so **motivated**, they write you **amazing testimonials**, and **refer other high-quality people** to you as well. Best of all, they **happily pay what you charge**, which is now higher than ever before.

You're recognized in your industry as **someone who is successful**, someone who has discovered the secret to enjoying both an amazing -- maybe even enviable -- lifestyle and a **thriving business.**

The **money is flowing in**, in amounts that surprise and delight you. You're now making **more per month** (even as much as **6-figures**) than you used to make in an entire year.



You feel blessed and appreciative to be **so highly paid** for simply doing what you love. You're so happy now that you can comfortably **pay for the things that are really important to you**, such as buying gifts for your family, **investing for your future**, traveling to exotic vacation spots, adding **generously** to college funds or savings accounts. It's **all possible for you** now.



doesn't it?

But the best part is, you're **experiencing freedom like you've never had before**. Your business fulfills you, leaving you energized and happy so that when you're with your family and friends, you're able to focus on them, giving them your full attention and support. Your **confidence and gratitude are overflowing**. You're secure in the knowledge that you're doing your life's work...and being **well paid for it**.

This is the version of what a **truly successful small business can be**. It sounds wonderful,



Elizabeth Genco Purvis

"Within 3 months of working with Kendall's Signature System, I celebrated my first month of \$17,000 in sales. What's more, my skills and confidence skyrocketed, allowing me to help more people and celebrate more success. The money keeps coming in, and I LOVE what I'm doing."

"Not so long ago, I was totally burnt out and frustrated in my business. Too much work, not enough money... and on top of it all, I was sick and tired of turning to so-called experts who were great at making promises, and not so great at solutions that worked for me. It was time to **make a decision**: pick ONE mentor and absorb everything of theirs I could get my heads on. That mentor was Kendall SummerHawk.

Within 3 months of working with Kendall's Signature System, I celebrated my first month of \$17,000 in sales. What's more, my skills and confidence skyrocketed, allowing me to help more people and celebrate more success. The money keeps coming in, and I LOVE what I'm doing.

Kendall's Signature Systems are **simple, authentic and extremely effective**. There's a lot of talk about 'millionaire mindset' out there, but nobody teaches the **practical and energetic principles** behind money like Kendall does, and that has made all the difference in my life and my client's lives. Thank you, Kendall!"

Elizabeth Genco Purvis
The Marketing Goddess
www.marketinggoddess.com

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October 2010**

So, What's In The "Secret Sauce" To Creating Six, High Six and Even Seven Figures, Just Like I Have In My Business And Have Repeatedly Created For My Clients' Businesses Too?

Getting My SIGNATURE SYSTEM Plan!

Since I've **CONSISTENTLY** created high-income results for my clients, I knew I had a Signature System that could be used by ANYONE. A Signature System that, if followed, would produce predictable results over and over again, just like your favorite shampoo: wash, rinse, repeat.

And, the best part about this Signature System is its **simplicity**. This Signature System can be boiled down to just two very simple concepts:

Signature System Concept # 1: Creating Powerful MONEY Breakthroughs

My groundbreaking Money Archetypes Signature System demystifies WHY you may be engaging in beliefs, habits and actions that sabotage your **financial success**. This amazingly accurate system outlines your Money Spiritual Path and lists the Practical and the Spiritual Money Actions you can **start doing to immediately** to transform how much you make...and keep every month.

And this is only the START! The **money breakthrough strategies** I'll reveal in this Intensive include busting through old myths and stories you may have "inherited" from your family and friends and dissolving old beliefs about **how much you can charge** and **how much money** you even deserve to keep. These strategies alone are easily **worth TEN TIMES** the modest investment in this live event!



Signature System Concept # 2 Creating a Business Model That Gracefully LEVERAGES Every Service, Program or Product into Multiple Streams of Cash Flowing into Your Business

This is where my life -- and the lives of my clients -- really started to change. Instead of worrying where the **money** will come from I'll show you a simple way to create stream after stream of **cash flowing into your business**, all from even a single product or program. This is the **magic you've observed** in my business...and the **REAL** secret as to how I keep creating **6-figure MONTHS**, all while **working FAR LESS** than I ever have.



Miriam Ortiz y Pino

"I gave myself 6 weeks to make \$10,000 and now that I add it all up I made \$11,157.59!!!!!"

"Participating in Kendall's programs gave me all the steps and resources I needed to raise my rates and launch a new workshop series. Kendall and her team helped me finally feel like someone is on my side in up-scaling and streamlining my business. Everything is systematic!

I gave myself 6 weeks to make \$10,000.00 and now that I add it all up I made \$11,157.59!!!! Now I'm going to do it in 4 weeks."

Miriam Ortiz y Pino CPO®

** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October 2010*

Uh-oh ... I'm About To Get Myself In Trouble With Some Of The "Marketing Experts" Out There ...

What I'm about to say may **SHOCK** you but I need to get this off my chest...

You've been led to believe some things that have HELD YOU BACK from achieving your dream business. They are myths, lies even, that have cost you money, time and happiness, making you think what you're doing isn't good enough, or, worse yet, that YOU'RE not good enough.

Ugh! This makes me so mad I could just scream! **You know by now** that I'm a woman with the utmost integrity, someone who can be trusted to **tell the truth** (even if I risk offending some of the "experts" out there).

So, I'm pulling back the curtain right now, on some of the lies you've been told:



"If you just create "passive revenue" you can retire to a beach with a fruity drink and an umbrella." Yeah, right. The TRUTH is that while passive revenue (such as info products, ebooks, CDs, etc.) are an important part of a successful business model, relying on these income streams can take years to pay off. Who can wait that long?!



"If you just work more hours, you'll make more money." Good golly, you're already working yourself to the bone, how much more could you possibly squeeze in? Working more is the first thing small business owners think will solve their cash flow problems, but in TRUTH, it's the LAST thing that should be attempted.



"If you keep your fees low, you'll attract more clients." If this were true, then WHY are the super-stars in your industry each offering pricey coaching programs and home study courses? Once you learn HOW to raise your fees you'll eagerly and confidently do so.



"If you're working this hard at 5-figures, imagine how hard you'll work at 6-figures, and high 6-figures." This one really makes me mad, it's simply not true! The TRUTH is that the actions that bring in 5-figures are NOT the same ones that bring in the big bucks. The secret is to know the **right business model** that will produce the income you desire, helping the people you're supposed to serve.



"My clients won't pay higher fees." TRUTH is, they will. I've proven it over and over in my business (increasing my fees to amounts I never before dreamed I could charge). Then I turned around and proved it again with hundreds of my clients. It's just that no one ever gave you the **right system** that shows you EXACTLY how to tap into a secret, **hidden desire** your clients have to **actually pay you more**.



"Creating a new income stream takes time and money" TRUTH is, while some income streams are indeed, costly and time consuming to implement, there are a select few that are **fast, simple, and even virtually FREE to start**. These are quick to implement and they pay-off with real money flowing instantly right into your purse. But, the experts don't want you to know about these select income streams because then you won't be so **eager to buy their products**.

Now, don't be too hard on yourself. If you thought these lies were true it's not your fault! No one ever told you the truth because let's face it, the truth doesn't sound nearly as sexy, right? But I'm telling you the whole truth because I know for a fact that if you implement what I share you're going to have all of the time, money and freedom you want. Now, that's sexy! So come with me because you're about to be

handed the **Keys to the Money, Time and Freedom You Desire and Deserve...**



Laura H. West, PCC, CPCC
Center for Joyful Business
Attraction Marketing and Success
Mindset

"In last six months of last year I more than doubled my revenue adding \$10,000 clients and busting through the six figure ceiling! Now, I've already made 6-figures in just the first FOUR months of this year and I added my first \$18,000 private client!"

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October**



Helen Graves
Grand Poohbah of Crackerjack Online
Marketing Strategy

"Using Kendall's strategies I more than DOUBLED my income last year. Now, I've already made MORE in the first 6 months of this year than all of last year combined!"

**You're right that creating a 6-figure business is
A LOT easier than I ever thought!"**

Kendall generously shares her very specific step-by-step details so you've got a blueprint for success.

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October**

If This Transformation Can Happen For Me, It Can Happen For YOU!

Which is why if you give me 4 magical days I'll HAND YOU my time-tested and proven, *simple-to-implement* Million Dollar Business Signature System Plan so you can create your own six, high six and even seven figure business... no matter where you are right now!

I'm even including the *Signature System* scripts, checklists, templates and more...everything you need to be successful with greater grace, ease and authenticity than you've ever previously thought possible



Signature System Workshop

In this **hands-on, LIVE** event designed specifically for **coaches, consultants, speakers, healers and other solo-preneurs** we're going to **transform YOU and YOUR BUSINESS** using my Signature System, synergistically, so that you create a joyful and authentic, high-income business.

In this Money, Marketing and Soul Intensive I'll generously share ALL of my Signature System **SECRETS**. Ladies, we even stock the beautiful ballroom with tissues to handle the tears of **happiness and relief** that are likely to flow!

Here's A Sample Of EXACTLY What You'll Get So You Can Break Through Your Money Barriers and Achieve the Emotional, Spiritual and Financial Success You've Dreamed About ...

1. Signature System Plan "Show Me The Money"



- ☒ A simple but powerful "**wealth secret**" that will transform how much you make each month (your bookkeeper may think she made a typo when she sees your new numbers!)
- ☒ Why you may be trapped by your family's money history...and how to **let go without guilt** so you can create your own money legacy
- ☒ Which specific money actions are keeping you stuck in low-end income or needy clients, and what you can do **TODAY** to reclaim your "**money power**" with **grace and dignity**
- ☒ Resolving that insidious inner conflict between wanting to make more money and feeling guilt, shame or fear about **increasing your income** (this alone will open up a floodgate of new income for you...even BEFORE I **hand you** my million dollar blueprint!)
- ☒ Why you may be unconsciously **pushing money away** from you and how you can **fix that right now** (Hint: the secret is revealed in your Money Archetype)
- ☒ Which spiritual **money practices are bogus** and what to do instead that will kick up your revenues... fast!
- ☒ Which areas of your **environment** are likely holding you back from making more money and what **ONE simple action** you can take to **overcome this important problem**

- ✓ Why you are **pre-destined to make more** than you are now, and how to know how much that is!
- ✓ Five ways you **may be throwing money away** and **what to do right now** to stop these disempowering actions
- ✓ The **single most important** question you can ask to **instantly transform** how much you make (this is like being handed the keys to the kingdom!)

BONUS: You get my...

- Money Tracking Form
- Money Archetype Assessment
- Money Archetype Cards
- Checklist of Practical AND Spiritual Money Practices



Evana Maggiore

"In just one year of working with Kendall I TRIPLD my income and launched multiple new income streams!"

Evana Maggiore
www.fashionfengshui.com

2. Signature System Plan "Leverage Your Time"



- ✓ How to stop wasting time on traditional "time management" systems that don't work and instead **manage your time like a million dollar business owner** (this is so simple, you'll wonder why no one told you this before!)
- ✓ How to **free up as much as two hours per day**, and eliminate loads off your to-do list
- ✓ Why hiring a "virtual assistant" may sabotage your success (and what you can do instead to **get the help you desperately need even if you're on a tight budget**)
- ✓ How to turn your assistant's time from an expense into **income**

- ✓ How to know which are the **right things to focus on** so you don't end up frustrated with low-income results
- ✓ Why you **must get rid of this deadly distraction** sitting right now in your office (believe me, it's costing you tens of thousands, maybe even hundreds of thousands in lost income just for this year alone!)
- ✓ The **four simple words** that will transform your time from "wasted" to "wealthy"
- ✓ One simple trick for **cutting out an entire day of work each week** (think about it - 52 additional days each year to **spend how YOU want**)
- ✓ How to know which tasks to **delegate** based on the stage of growth your business is in (Hint: holding on too long to 5-figure tasks will keep you from **leaping** into 6- and high 6-figures)
- ✓ How to **get others to respect your time** so you're not interrupted from your high payoff activities
- ✓ Why **setting clear time boundaries** with clients will **instantly increase** your income (and a simple tip on how to do so in a way that actually **strengthens** your relationship)

BONUS: You get my...

- What's The Value Of Your Time? Chart
- Word for Word Script For Setting Clear Client Boundaries With Grace And Ease



Baeth Davis
Hand Analyst

"Kendall showed me how to fill my first high-end program with a simple email campaign in a couple of weeks with 11 people at \$12,000/ person. That's over \$132,000.00 dollars in income!"

"Since that time, I've added over one million dollars to my bottom line with high-end programs. I work with highly-motivated, DECISIVE clients. Thank you, Kendall, for providing a paint-by-numbers model that raises the bar in terms of business profitability and client satisfaction."



3. *Signatue System Plan*
"Leverage One Single Program or Product Into MULTIPLE 6-figure Income Streams"

- ✓ How to create the "**Kendall Cascade**" of programs, products and services, all from just **one simple idea** (this is what will practically guarantee your income...for life!)
- ✓ Step-by-step **million dollar business blueprints** (each one is **shockingly easy** to implement) * See my note below as to WHY I'm **handing these valuable documents to you**. My marketing buddies may get mad but I'm committed to helping as many solo-preneurs as possible **achieve their dream income and lifestyle business!**
- ✓ If you're launching a teleseminar, info product or coaching group, why you're likely **missing out** on the **real secret** to creating multiple 6-figure income streams
- ✓ When it's best to **create Passive Income** versus **Leveraged Income**
- ✓ The **3 hottest income streams** that are **easy to implement** and yield high payoff ... and which ones are best to avoid
- ✓ The **exact system** I use to **plan out every product or program launch** so I keep my sanity and protect my valuable time off
- ✓ How to create a 12-to-24 month action plan so you can **predict your cash flow** month-to-month
- ✓ How to **quickly and easily** transform your **current business model** into a multi 6-figure, even 7-figure, success... without giving up what you most love to do (you'll find you get to do MORE of **what you love**, and less of what you detest)
- ✓ How long it **really takes** to create an info product (such as a home-study course or CD set) and how to **dramatically cut that time**
- ✓ How to fund your info product projects **without spending a dime** of your own money
- ✓ How to quickly and **easily create content** without ever running dry of ideas

BONUS: You get my...

- Million Dollar Business Signature Systems!
- Detailed Checklist of Which Income Streams Are Hot
- Sample Implementation Plan
- Marketing Calendar Template
- Simple Product and Program Launch Flow Chart
- Info Product Creation Checklist and Sample Work Plan



Terry Hickey

"Thanks to just ONE idea I got from Kendall I've brought in over \$20,000 in the past 90-days, and the opportunities for more are right at my fingertips!"

"I knew I wanted to switch from being a traditional therapist to offering specialized coaching, but I didn't know what to do first or how to get started. Kendall gave me a specific action plan, showed me how to pinpoint my ideal market, then helped me **design a strategy** and **lucrative packages** that my clients are clamoring for.

I'm helping people make dramatic changes AND I'm making great money doing what I love most, which was my dream. Plus, the opportunities for JV partnerships are streaming in, which is exactly what I hoped would happen. **When she says that making great money is part of your spiritual path**, believe it, because it's true!"

Terry Hickey
Belief Change Alchemist
TerryHickey.com



4. Signature System Plan

"How To Create Membership ('Continuity') Programs"

- ✓ What one simple addition to your membership program will likely **keep members for life**
- ✓ Often overlooked membership style programs **anyone can offer**
- ✓ How to start your membership program on a **shoe string budget**
- ✓ How to **serve your members** without getting burned out or resentful
- ✓ How to **LEVERAGE your membership program** into greater income streams, while serving the needs of your members
- ✓ Which components you need and what you don't, plus which tools to use to **make your membership program simple to run**
- ✓ How your membership program fits nice and neatly into your million dollar blueprint strategy
- ✓ When is the **right time** (and how) to launch your continuity program
- ✓ **How to price** your membership program (and where to find the hidden GOLD in this important revenue stream)
- ✓ Creative **ways to turn** one membership program into multiple streams of income in 12 months (or less)

BONUS: You get my...

- Membership Program Checklist
- Sample Guest Speaker Form
- Sample Call Reminders
- Sample Ezine Special Announcements
- List of Sample Membership Program Components
- Resources for CD Duplicating and Fulfillment



Nancy Marmolejo
Online Visibility and
Social Media Expert

"I'm consistently having my BEST MONEY MONTHS EVER and have now TRIPLED my income"

"Kendall helped me transform my various coaching packages into lucrative programs my clients LOVE! I'm consistently having my BEST MONEY MONTHS EVER and have now tripled my income."

Plus, my clients are experiencing unprecedented success. By focusing on value, my Unique Brilliance, and client results, it's a win-win for all. What makes this even sweeter is the type of client I'm attracting: the serious entrepreneur who knows that investing in herself and her business will yield incredible pay-offs."

Nancy Marmolejo
Online Visibility and Social Media Expert
www.VivaVisibility.com



5 Signature System Plan "How To Attract And Lead A High-Service Team That Serves You"

- ☒ How to know if you're tolerating poor performance on behalf of your team and **what to do about it** without being a you-know-what
- ☒ Why your **communicating style** may be sabotaging you getting the support you need (and how to communicate authentically while still **getting your needs met**)
- ☒ Creative ways to **turn your team's time** into profitable time
- ☒ One simple thing you must do to **keep from outsourcing your power** when you outsource your tasks
- ☒ Why **women need more team support** than men and how to get that support even on a tight budget
- ☒ The reason why you're likely still doing too much (even if you have a team) and what **one simple mindset shift** you must make to eliminate this pesky problem forever
- ☒ How to stop trying to "model men" in your leadership style and instead **lead like the Divine Feminine Goddess** you truly are
- ☒ How to **respectfully** terminate your assistant (else risk putting up -- and paying for! -- inferior service that will slow your success down by tens of thousands of dollars!)



How to get out of the "I can do it better/faster" trap and start **delegating like a million dollar business owner**



Which things are best to outsource locally versus virtually



The one deadly **mistake most solo-preneurs make** when hiring their team (not knowing this will cost you a ton!)



A **simple strategy to keep from** drowning in emails and questions from your team (this strategy alone will **save you hours** every week!)



Which documents you must have your team members sign to protect you and your business



How to "**secret shop**" your team's emails to clients so you're assured that all communication **matches your integrity** and brand



Why having everyone on your team totally "**get**" **you and your brand** is crucial to **building a high-income business**

BONUS: You get my...

- Checklist of What I Outsource
- Sample Script of How to Terminate a Team Member
- Sample Email Between Me and My Team That Saves Me Hours Every Week



Dr. Ritamarie Loscalzo

"Within less than a week of listening to Kendall's home study course, I made \$10,000.00 enrolling clients into my first 90-day Platinum Level program."

"I used her enrollment form template, phone strategy and mindset techniques and **I couldn't believe how easily I was able to get people enrolled.** I can't wait to see the

amazing results next time, when I fully apply ALL of the principles."

Dr. Ritamarie Loscalzo
www.FreshnFunLiving.com



6 Signature System Plan "How To Charge What You're Worth And Get It"



How to know if you're undercharging (you probably are!) and what to immediately do to **stop this destructive habit**

- ☑ Why keeping your fees low is **hurting your reputation** and turning clients away
- ☑ Why it isn't "greedy" to charge more (and how doing so actually helps you **serve others in a bigger, more meaningful way!**)
- ☑ My signature fool-proof-formula to **know what to charge** every time
- ☑ How to **answer the question**, "What do you charge" without shooting yourself in the foot
- ☑ When is the **right time** to introduce your fee to your client (not knowing this practically guarantees losing the sale)
- ☑ How to know when it's appropriate to **raise fees with current clients** (and what to say so they accept the change without blinking an eye)
- ☑ The secret your **Money Archetype reveals** about how much you can really charge
- ☑ How to **confidently quote your new fee**...and hear "yes!" from your prospective client (this feels so good you'll be excited to do it again)
- ☑ What one thing you must have to **easily and ethically** justify charging more
- ☑ Simple **payment plan strategies** that help your clients pay more without feeling the pinch

BONUS: You get my...

- Script of How to Handle Questions About Your Fees
- Script When Raising Your Fees With Existing Clients
- Sample Payment Plan Strategies



Sue Crutcher

"Within just one week of Kendall's workshop in Tucson, I doubled my rate, then added another 50% to it, then doubled it again. Clients keep saying 'yes' so I keep raising my fees!"

"Originally, I had decided to work with seven people until I got my feet wet and felt comfortable with what I was offering. Then, I got thinking: "That's pretty pathetic, Sue. Why not make it three, then raise the price; break at seven; raise the price again with a final break at twelve

before I go into my full program?"

In reality, when I brought the concept up in my conversations, my first 'client' (whom I had suggested a rate to and asked her to think about it) – **doubled** the rate I had suggested of her own accord. Woohoo!

When I talked to the second person, my mouth **automatically added 50% more** to the rate which she accepted without so much as blinking. When I talked to the third person, who

is very excited and part of another coaching program I am in, my mouth **smoothly doubled the previous rate.**

Yesterday, I happened to mention the new workshop I had just returned from, how excited I was and a few things that I learned. One woman immediately grabbed my arm and practically begged me to sign her up. I told her straight up that I had reached my cap at my introductory rate and that hers would be higher. It didn't phase her. So, she is at **triple** the first client for pricing. So, it would appear, sometimes when my mouth gets ahead of my brain it can be a good thing!

Two weeks later – I am half way to my final pricing goal, signing up a minimum of one private client a week, and well on my way to developing my first group workshop to be presented this fall. I look forward with great anticipation to the leaps and bounds ahead."

Sue Crutcher
www.suecrutcher.com

** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October*



Signature System Workshop

**As Much "How To" Info As I'm Already Generously Giving Away In This
Signature System LIVE Workshop, The Benefits Wouldn't Be Complete
If I Didn't Mention This...**

BONUS "Spiritual Benefits Of Attending This Live Event"

- ✓ Dramatically **increased self-confidence** and personal self-mastery
- ✓ A clear map of **what to do next** in your business so you're **serving more people** in a highly paid, highly leveraged way
- ✓ Satisfaction of knowing your **business model supports** your desire to **make a difference in the world!**
- ✓ **Powerful networking opportunities** (the potential JV relationships you can create here are awesome!)



✓ For the first time, feeling like you've "**found your tribe**" of soul-sisters

✓ An **inspiring** and **truly safe environment** in which to authentically share what you value most about yourself and your business

✓ To join a **community** of **amazing, inspiring women** (and some great guys, too!) who have big hearts and want to share their gifts with the world...just like you do!

✓ Be part of the "**Kendall Way**" of creating an **amazing lifestyle that serves you so that you can serve others**

✓ Being **connected** to a **mentor who truly loves** and cares about you (you know the power love has to transform good into great!)

✓ Creating **life-long friendships** that **inspire** you to achieve and **live your potential**

✓ Contribute your **support** to other like-minded entrepreneurs in their quest for **spiritual** and **financial success**

✓ Opportunity to rub shoulders with my star clients (these super supportive people will **generously help you** easily absorb what you're learning)

✓ A masterful, graceful live event experience that makes learning **effortless** and most of all, **FUN!**



BONUS: You get my...

- Divine Feminine Wisdom throughout the entire event!



Signature System Workshop

Is This LIVE Signature System Event Right For You?

No event can meet the needs of everyone. Which means that only the RIGHT people will be attracted to

the energy and information of this transformative event. Let's see if this is a fit for you so you can feel confident about securing your ticket today, okay?

This Intensive is **PERFECT** for you if you:

- Want **freedom** from fear about money
- Feel stuck or overwhelmed about how to redesign your business model so it meets your **financial and lifestyle goals**
- Love the **idea of creating a multiple streams of income business** (and the freedom that goes with it!) but are confused as to how to actually **accomplish it** without working harder
- Feel you have something **powerful to share** with the world, but need direction and a **step by step plan** (plus a loving kick-in-the-pants) from a mentor you feel **connected** to
- Crave **community** and **connection** (like being part of a healthy, extended "family") with people who **support you** and who you **enjoy being around**
- You've been seeking **practical marketing** and business information but only if presented in a way that **honors your heart and soul**
- Want to **feel good** about the difference you're making in the world AND make an **amazing income**
- You want to be a **positive role model** of soul and success for the people in your life
- Wished you had a real-life mentor who would **tell it to you straight** and show you **exactly what to do** and when to do it so you can **live up to your potential, helping others**
- Love my Money, Marketing and Soul message and have been waiting for an affordable way to **learn with me — up close and personal — LIVE**



Vicky White

"I'm celebrating my first \$20,000+ month"

"In the past, I offered several 12 month programs and never did fill any of them. But this time, using Kendall's specific step-by-step strategies, my program SOLD OUT so easily I could hardly believe it was happening for ME.

As a result, by August I'd already made more than I did for all of last year! In fact, I'm celebrating my first \$20,000+ month. Now **I have a template for platinum success** I know I can use again and again. This is the system and structure I've been searching for."

Vicky White
www.LifeDesignStrategies.com

What This LIVE, In-Person *Signature System* Event Is NOT...

- **A multi-speaker show that just tries to cram stuff down your throat.**

--> 90% of this event is taught by yours truly, so you're getting what you came for -- training, mentoring and Q&A directly from the source.

- ***A lot of theory that glosses over with the "what" and the "why" but not the HOW.***

--> I'm revealing step-by-step HOW to design and run your high-income business. I'm even including templates, scripts where needed, checklists and resources so you have EXACTLY what you need to be successful!

- ***A replay of material I've already taught in past teleseminars.***

--> Nearly ALL of what I'm delivering at this event is BRAND NEW. Innovative marketing and soul strategies are what I'm famous for so you can trust you're getting the freshest, BEST information I have to offer!

- ***A rehash of what other marketing experts teach.***

--> I think it's fair to say that NO ONE teaches how to create money breakthroughs or how to charge what you're worth like I do. And I don't mean to brag but honestly, I'm considered the master at these topics. Plus the "go to gal" on how to create not just one, but MULTIPLE streams of income from every program or product you launch. These are my signature systems and I'm sharing them, LIVE, with you on October 21-23.

- ***One of those "infotainment" events that are like fast food -- fun to consume but doesn't deliver any real content.***

--> While you WILL have a great time, this event is designed to deliver what you came for —practical, how-to steps that are easy to implement.

- ***A carefully "choreographed" event where you never have the opportunity to ask questions***

--> I've designed "spotlight" coaching time throughout the Intensive so you have ample opportunity to get up close and personal with me on stage. Plus, we've designed in plenty of Q&A time, providing even more opportunity to get your questions answered. And as a special bonus, we'll have my Certified Money, Marketing and Soul Coaches on hand to help out with any additional support you need. So, we've got you covered!



Carolyn Ellis

"Good news is that I essentially tripled my coaching rates and will be earning that in about a third (or less) of the time it would have taken me to earn that with my old coaching business model. Absolutely -- way more money, much less time and effort -- and more fun!"

"I'm so excited to share with you that I've just signed up my first client for Brilliance Mastery. I told her how I designed a program just for her -- and she was chomping at the bit (hey, that's a good one isn't it Kendall, you horsewoman

you!) to say yes!

I'm stopping doing the traditional coaching 3-4x/month program. But the good news is that I essentially tripled my coaching rates and will be earning that in about a third (or less) of the time it would have taken me to earn that with my old coaching business model. Thanks to using Kendall's tools in just 20 minutes I created a graceful way to make \$500,000. So... yahooo! I'm thrilled!"

Carolyn Ellis

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October**

"Okay, Kendall, Sounds Great! But What's The Investment?"

Clearly, I could charge just about anything I wanted for this one-of-a-kind event. After all, what I share will literally be **worth** at least TENS of THOUSANDS, even HUNDREDS of THOUSANDS of dollars to you over the lifetime of your business. And that doesn't even include the value of you feeling increased confidence and happiness as you make more money, doing what you love.

Remember, I'm sharing a complete, Signature System that took me years to develop, so you know this event will:

- **Take months of planning and preparation off your shoulders**
- Give you new **income streams** you can **launch almost immediately, some are even virtually FREE**
- Include **checklists, forms and templates** to help you be successful
- Save you from **making costly, time consuming mistakes**
- Help you create **dramatically more money**, even with your very first or next client
- Remove all of the guesswork regarding **getting started** the right way
- Solve the problem of how to **leverage your time** into **greater income while working less**
- Bring you the soul-fulfilling **financial and spiritual rewards** you've been seeking
- Position you as an **expert** in your industry
- Ensure you **only work** with your **ideal clients**
- Transform your business model into **one you love**

As you can see, it's packed with value. In the past, this step-by-step information has ONLY been shared with my most elite clients. BUT, I honestly wouldn't be fulfilling MY Soul's Divine Purpose™ if I held back and didn't share this you.

So after much **soul-searching**, my inner wisdom kept urging me to make **attending this event** a no-brainer for you.

Honestly, just one strategy alone from the How to Charge section would cover the reasonable ticket price, plus all your travel expenses, **at least ten times** over. When you add in the strategies on **creating multiple 6-figure income streams** I'm sure you'll agree that this is an investment that provides a **life-time** of return and **value**.

The Signature System Event Investment Is Only \$2,997!

Yes, that **includes all three days of the Signature System Event**.

Yes, I know that this seems almost too good to be true, especially when you consider what this information is worth in terms of your return on investment (which could easily be instant). I'm positive that \$2,997 is significantly LESS than how much **more you'll make** with your very next client alone.

AND don't forget, that doesn't even begin to scratch the surface of how **much this information will be worth to you** in the upcoming months, even years. That means this event will **likely pay for itself IMMEDIATELY...and keep on paying for itself, over and over again**.

I can tell you that the blueprints you'll discover in this Intensive are the EXACT same ones I've used to first create a six figure business, and now a seven figure business.

What is THAT type of information worth to YOU?

"Just 3 days after learning Kendall's system I got my first client!"

**ACT
NOW!**



Carey Peters

"I just mentioned to her ONE idea I got from Kendall and she was ALL over me about it! Yee-haw! Thanks for all the support!"

Carey Peters, coachtoolstogo.com

*** Already secured her seat to attend *
Money, Marketing and Soul Intensive this October**



Signature System Workshop

Plus, You Can Bring a Friend for ONLY \$50. Here's Why ...

I hate to travel alone so I'm offering you the option to **bring a colleague, spouse or member of your team for only an additional \$50. Yes, you read that right!** I want you to be able to share this with the people who support you the most because I've seen first hand how critical that can be to your success.



**Want to Get the Very Most Out of This Event?
Join an Elite Group of VIPs and Receive BONUS Add-On Day FREE**

Bonus Add-On Day I Includes These Celebrity Guest Speakers and Mentors...

Multi-Millionaire Entrepreneur James Malinchak teaching **"How to Make Money From Speaking"**
Marketing Coach Helen Graves revealing **"What to Say if You Hate to Sell"**
Master Belief Change Expert Terry Hickey and I co-leading **"How to Eliminate Bad Apple Money Beliefs so You Can Enjoy the Abundant Fruits of Your Money Tree"**

Upgrade your ticket to **VIP** or **VIP Elite** and you'll enjoy privileges such as the **BONUS Add-On day FREE** (Oct 24th) where you'll learn in-depth info with celebrity guest speakers (and my personal mentors), enjoy **gourmet lunches** — my treat! — feel pampered and appreciated with special **goody bags** and **network**.

Networking at events is a **fantastic opportunity** to create JVs, forge new relationships, create collaborations projects, meet people **you've heard about** and to rub shoulders with women who've **walked the path of where you are now**. VIP tickets are an additional \$297. VIP Elite tickets are an additional \$497.

NOTE: VIP Elite is strictly limited to 100 tickets and we have **LESS THAN 9 still available!** VIP Elite

includes additional privileges such as **VIP "front and center" seating, early event check-in, deluxe goody bag filled with items hand selected by me, ticket to invitation only cocktail reception with me AND my special bonus day guests James Malinchak, Helen Graves and Terry Hickey, photo opportunity with special guests** and more.

How To Upgrade: You'll have the opportunity to upgrade your ticket to VIP or VIP Elite right after you [secure your ticket to the Intensive](#). Details are on the "thank you" page you'll see in just a moment.

May I Show You How You Can Attend The Money, Marketing and Soul Intensive For Free?

- Adding just ONE new high-end client will **easily cover** your investment in getting your hands on this life-changing information. Multiply that by three clients...now ten...pretty amazing return on investment, don't you agree?
- Launch just ONE **new** income stream (don't worry - I'll show you how) and your investment will seem like peanuts
- Use any ONE of the **money breakthrough systems** I'll teach you and you'll immediately experience the joy of increased cash flow
- My **money back guarantee** makes your investment **RISK FREE** (see below for details)
- Your ticket likely qualifies as a **business deduction** on your taxes (of course, be sure to check with a tax professional)
- ... the list of ways this investment **MORE** than pays for itself is endless!



Alicia M. Forest, MBA
Multiple Streams Queen
& Coach™

"In less than 3 weeks, I had 7 new clients and generated \$43,450 in new income. It truly could not have been easier."

"I had basically stopped coaching one-on-one because I wasn't happy with the traditional coaching model. I felt it didn't serve my clients or me in the best way. I wanted to put in place a process and a program that lifted the coaching relationship to a new level where we both received a lot more value from it.

I went through the entire program within two days and in less than 3 weeks, I had 7 new clients and **generated \$43,450 in new income**, all from simply following your program, step-by-step. It truly could not have been easier. Everything I needed was included – all I had to do was implement it to get these amazing results!

What was the most meaningful to me was being able to **share my results with my husband**. I can't tell you how good it felt to say to him, "Thank you for believing in me -- it's now paying off! I can't adequately express my **deep gratitude** and joy at being able to validate his belief in me in this way. Thank you, Kendall, thank you..."

Alicia M. Forest, MBA
Multiple Streams Queen & Coach™
www.ClientAbundance.com



Signature System Workshop

And, If You Register Now, You'll Receive These

FREE BONUSES:

Money Archetypes Assessment and Full Color Money Archetype Cards



Archetypes; Personal Assessment

Wondering what **YOUR Money Archetype** is? This easy assessment will solve the mystery for you! **Find out at the Intensive!**



Beautiful Money Archetypes; Cards

4 stunning, full color, large format "cards" - one for each of the four archetype quadrants of Transformation, Discovery, Power and Attention.

Each card beautifully illustrates the **Spiritual Money Path** of your clients' Money Archetype, plus provides detailed information (on both sides) about the

specific money challenges, spiritual **money actions** and motivating money words to help you create amazing money breakthroughs. Each card set comes in its own envelope for elegant presentation.

Value of this information? Considering it has the power to transform how much you make -- and keep -- each month I'd say it's PRICELESS!

2



Templates, Scripts, Checklists, Examples And More!

This special bonus will **save you HOURS of time**. I've carefully packaged the tools you need to be successful with each of the income streams I'll reveal. These are the SAME tools I've used in my business for years, so you **KNOW** they work!

Each of the templates, scripts, checklists, examples and more is beautifully presented in a gorgeous binder. Easy for you to reference over and over again, as part of your six and seven figure success blueprint!

Value: Honestly, the worth of these templates, scripts, checklists, examples and more is hard to estimate. Especially when you consider they represent years of work and effort on my part to create. So I think it's reasonable to say they're worth \$497

3



Million Dollar Business Signature System Plan

I'm handing you the keys to the kingdom when I give you my million dollar Signature System that anyone can use to create a six and seven figure businesses. This is the **EXACT** Signature System I used to create my seven figure lifestyle business. Your blueprint is beautifully printed in full color, ready for you to hang in your office so you stay on track, every day. The blueprint will tell you **EXACTLY** what to do!

Plus, I'm including many examples of six and seven figure business models. These "done for you" templates mean you can just "select and go" when it comes to designing a high income business you love. Honestly, making a lot more money couldn't be easier!

VALUE: Clearly, the value of the Million Dollar Business Signature System is worth, well, seven figures! Even more when you think of repeating that kind of income year after year, like I'm now doing. So let's just say this bonus is worth \$2,997

4



Spotlight Coaching Sessions LIVE With me On Stage

I'm including opportunities for you to receive "spotlight" coaching with me, up on the main stage, throughout the event.

I'm known for my ability to get right to the bottom line of an issue...FAST, and LOVE these



benefit you for a lifetime!

spotlight sessions! Believe me, what can happen in just a few minutes of coaching with me has the power to transform your business and create extraordinary new possibilities for you that can

VALUE: Taking into account that I've created a 7-figure business the value of these spotlight sessions is easily calculated to be over \$1,000

5



Complete Audio Recordings Of The Intensive

A few weeks after the event we'll send you your personal set of recordings, ready to play back and recapture the information and the spirit of the event. (Note: If you live outside North America there will be a small shipping fee off \$19 applied prior to mailing your order)

VALUE: Considering that I'll sell these recordings as a home study program later, the value is easily \$1,500

6



Lavish Goody Bag

We'll pamper you with a goody bag FILLED with fabulous treats to inspire you and keep you comfortable. Each item is hand-selected personally by me so you know everything is of top-notch quality!

VALUE: \$197

7



Bring a Friend Option For Just \$50!

I hate to travel alone so I'm offering you the option to **bring a colleague, spouse or member of your team for only an additional \$50. Yes, you read that right!** I want you to be able to share this with the people who support you the most because I've seen first hand how critical that can be to your success.

VALUE: Full \$2,997 ticket price

NOTE: You Can Purchase This Special Option Only AFTER Purchasing Your Primary Ticket To The Intensive. You'll find the link for this option on the following "thank you" page.

I'll Even Include These Two Pre-Event Bonuses To Help Get You Started On Your Money, Marketing and Soul Journey Today...



Pre-Event Signature System Video Tip Series

Between now and October 15th when you walk through the doors, I'll send you video tips on my favorite million dollar mindset and business model Signature System strategies.

VALUE: While one tip alone could be worth the value of a new client, or doubling your fees, or any number of other benefits, let's just say this bonus is worth \$497



THREE MONTHS * FREE* membership in my popular Success Circle Coaching Club

with hundreds of members.

You may have already heard about my popular Success Circle Coaching Club. It's been an overwhelming success

I'm gifting you with a FREE THREE MONTHS membership that includes ALL Success Circle benefits.

You don't have to wait -- your membership benefits will begin as soon as you complete your ticket purchase to the Money, Marketing and Soul Intensive. If, after the 90 days you want to cancel your membership, simply let us know via phone or email, and we will stop your membership immediately. Otherwise, your credit card will be automatically charged \$97/month for this great value.

Note: If you're already a Success Circle member, this bonus does not substitute for your regular monthly membership tuition.

Value: \$291

**Here's a Peak At Our Beautiful Money, Marketing and Soul Oasis
in Peaceful Tucson, Arizona**



I cannot think of a better setting to have this event! Every time I'm at this resort, magic happens. Nestled right up against the scenic Catalina Mountains, in the beautiful Tucson foothills, is where we'll spend 4 magical days together. Every room has a **private balcony so you'll wake up **relaxed** and ready for an **amazing day** you'll spend with me and your Money, Marketing and Soul colleagues.**



When you attend this event, at this beautiful luxury hotel, you'll be saying yes to an **environment that supports** your business vision and your journey into a whole new level of success.

I take my environment very seriously, as you'll soon see by how much attention I give to the space where we'll be spending our 4 days together. Environment has a **HUGE impact** on how productive, creative and effective we are able to be in our work so I wanted to include that mindset into this entire experience.

As soon as you register for the MMSI, hotel details will be provided to you so you can book your reservations. We've negotiated an amazingly low rate for you, at just \$149/night. You're also welcome to arrange a room share if you're watching your budget.

This hotel is so fabulous that I actually encourage you to come a few days before or stay a few days after to give yourself some time to prepare for or reflect on everything you learned. I'm a huge fan of daily self-care because I know that when we feed our soul, it's easier to fill our purse!



The rooms are gorgeous, a perfectly cozy space so that you can soak in everything that happens at the event.

Your room also has a huge "soaking tub" and even has a t.v. next to the marble sink. **I love that!**



Here's the dining room where you'll hang out in the evening, chatting and sharing notes with your colleagues. Notice the views of Tucson through the picture window? Gorgeous!

You'll feel like you've stepped away from everything so you can really soak up what you're learning.



And, with a tennis center, two 18-hole, Fazio-designed PGA golf courses, hiking, biking, recreation and fitness facilities and classes, and many other activities you'll never run out of stuff to do.



Or, if relaxing is more your style, you can hang by one of the two beautiful swimming pools or get a treatment at their 7,000-square-foot, full-service spa. Or enjoy some really delicious room service when you're up for a quiet night in.

Away from your everyday activities, in a peaceful but energizing environment, you will discover:



Your **spiritual money path** – critical for determining your practical Spiritual Money Actions you can **start doing to immediately** to transform how much you make...and

keep every month.

- ✓ Your **Money Archetype** – necessary to demystify WHY you may be engaging in beliefs, habits and actions that sabotage your **financial success**.
- ✓ And **How to Leverage Your Business Model**...which holds the key to creating stream after stream of **cash flowing into your business**

Plus, to put you **100% at ease**, I'm giving you...

My Generous "MORE Than Your Money Back" RISK FREE Guarantee



I'm so confident that the information you'll learn at this Intensive will give you what you need to transform your money mindset and your business model that if, at the end of the first day, you feel I'm not delivering on what is promised on this website, you can choose to turn in your materials, exit the event and ask for a full 100% REFUND.

I'll refund your main event ticket PLUS I'll even donate \$250 to the animal charity of my choice.

(Sorry, there are no refunds for VIP Networking or Bring-a-Friend tickets).

No quibbling...you have my word on it!

Kendall

ARE YOU READY?

**** NO RISK REGISTRATION FORM ****

☐ **"Yes Kendall, I can't wait to learn the Signature System Plan on creating a six and seven figure business!"**

I understand that when I attend the Money, Marketing and Soul Intensive with this group of other soulful, spirit-rich entrepreneurs in Tucson, Arizona, October 21-23, 2010 (with a special add-on day, October 24), I will receive instant access to:

1. **My Money Archetype** which will reveal my **Spiritual Money Path** and **Spiritual Money Actions**
2. The **Million Dollar Business Signature System** which will show me, step by step, how to transform my business into a six or seven figure success (provided I follow the steps and do the work)
3. **Specific training** on how to transform even one idea into multiple six figure income streams

I also understand I will receive these benefits:

- Money Archetypes Assessment and a set of full color Money Archetype Cards
- Workbook filled with templates, scripts, checklists, examples (and more) for each section of the blueprint.
- Opportunity to receive spotlight coaching with you on the main stage during the event.
- Opportunity to ask questions of you during the event.
- Audio recordings of the 3 main event days, sent to my home a few weeks after the event (thank you for this amazing bonus!)
- Lavish goody bag, filled with items you've hand-picked.
- Pre-event video series to help me get off to an awesome start.
- **3-months FREE membership in your Success Circle Coaching Club.** I understand that includes live monthly calls with you, CDs of calls mailed to my home, every-other-month GUARANTEED personal coaching with your Success Circle coaching team and access to your online Mastermind community.
- Option to bring a friend, spouse or colleague for a MORE than generous \$50 additional fee. I understand this option is available once I complete my purchase of my event ticket. Sorry, only ONE Bring-a-Friend ticket allowed per regular ticket purchase.
- Better than NO RISK guarantee. I realize I have up until the end of the first day to ask for my money-back. I also understand I'll turn in my materials, exit the event and that in addition, you'll donate \$250 to your favorite animal charity should I chose to quit the Intensive.

***** PLEASE NOTE:** If you decide not to attend the Intensive, you have up until **30 days before the event** begins to ask for a refund. We'll refund your ticket purchase, less a modest \$50 bookkeeping fee. After the 30-day cutoff, you can apply the funds to Kendall's future events or any other products and services within one year. This is so we can prepare all of the fabulous goody bags, event materials and lunches for an accurate count of participants. ;

Pay in full now for only \$2,997



I can't wait to welcome you to the "Kendall Way" of making amazing money doing what you love! Your success is dear to my heart and I will do everything in my power to help you break through your money barriers, create multiple streams of income and achieve the emotional, spiritual and financial success you've dreamed about!

Love and brilliance,

Kendall

Kendall SummerHawk

Million Dollar Marketing Coach

P.S. - If you watched the video on the top of this page you got an idea of what it would be like to work with me live. I know people say this a lot but I **promise** you this will be like no other event **you have ever attended!**

I have a reputation for **cutting out the fluff**, getting to the heart of what you need and delivering proven, simple tools you can **implement immediately** to **see results**. This event will be no different! I've put together a system that has **proven** itself over and over again and have designed the Intensive so you'll feel energized and **inspired** to **take action** and you'll know **EXACTLY what to do next**...unlike other events that leave you feeling totally overwhelmed. So, [click here now](#) to join me, okay? And finally claim the time, freedom and money you want in your life!

P.P.S. I'm known for challenging my clients on the spot. So, if you're wondering if this investment is worth it or how you are going to find the money to pay for it then I challenge you **right now** to go out and get a client. **Do what it takes** to find the money to cover your event ticket, VIP ticket, travel and accommodations right now. **I'm not kidding**. The **magic starts the moment you say "Yes!"** You can do this, I have **complete confidence** in you!



Jane Button

"I followed Kendall's simple steps and in just one month I had signed up 3 Private Platinum Fast Track members for a 6 month program paying nearly \$8,000.00 EACH...with NO website or sales letter!"

" Though I have been an entrepreneur for many years and have started two businesses each with well over \$1M in sales, I was in the beginning stages of my dream business and looking for all the help I could get to jump-start my newest venture. So when Kendall started talking about how I could easily and effortlessly start at the top with a "Platinum style" program, she really got my attention.

I am so grateful to Kendall for her wisdom, caring and masterful insight into business and people. I set what I thought was a pretty lofty sales goal for the first year. Kendall encouraged me to revisit that initial goal, and I have now doubled it. What she teaches works."

Jane Button
www.CraftABusiness.com

"Thanks to ONE simple strategy, I made more working with just one client in ONE DAY than I ever thought possible!"

"Before learning Kendall's secrets for signing up Platinum Style clients my coaching fees were about the same as everyone else's. Thanks to ONE simple strategy, I made more



Diana Long

working with just one client in ONE DAY than I ever thought possible! Plus, the client was thrilled with her results. I can't wait to duplicate my success again and again!"

Diana Long
www.DianaLong.com

Legal Disclaimer: Every effort has been made to accurately represent our product and its potential. The testimonials and examples used are not intended to guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation.

Still Undecided?

Ask me any question about the Money, Marketing and Soul; Intensive and I'll help you decide if it's right for you.

Name:

Email:

Your Question:

[Ask Me Now!](#)

Thank you! Once you send in your question either I or my husband and business partner, Coach Richard, will be contacting you personally.

Kendall SummerHawk

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ph: 520-529-4960

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Signature SYSTEM

Workshop with Kendall SummerHawk

Leap 6-Figure Coaching Business & Marketing Breakthroughs June 6-8, 2011

in beautiful Tucson, Arizona

"In this 3 day Live SIGNATURE SYSTEM intensive I will personally show you the secrets to coaching at a 6 and multi 6-figure level PLUS step by step, exactly how to market your coaching business, fast-track growing your list AND CERTIFY you in one of the hottest, in-demand coaching topics ...

ALL so you can consistently generate as much as \$2,500 - \$25,000 in new coaching income each month"

Whether you're brand new or an established coach, these 3 Days of live SIGNATURE SYSTEM training will give you the **Signature System** TEMPLATES, CHECKLISTS, FORMS, OUTLINES, SCRIPTS...PLUS * LIVE* coaching you need to generate significant coaching income and become a happy, spiritually fulfilled and financially successful coach who's serving others in a BIG way.

From: Kendall SummerHawk, Co-Founder of the International Association of Women in Business Coaching and Multimillion Dollar Coach

Dear Coach,

Are you frustrated with the draining, traditional 1-on-1 coaching model and have been wishing for a **faster, easier** approach to **securing coaching clients** and **cash flow**?

Did you know the surprising fact that how **good** your **coaching skills** are will determine how much **income** you **consistently generate** as a coach?

Are you looking for **exciting opportunities** to **fast-track growing your list**?

Do you want an easy, **step by step system** for **consistently** transforming free coaching conversations into **paying clients**?

Are you ready to get your **new coaching business** off to the right start or take your **established coaching business** — including your **credibility, income** and even your **lifestyle** — to the **next level**?

If you answered "Yes!" to ANY of these questions and you want an exciting, high-income generating coaching business — one where you're making money doing your magic — then join me LIVE June 6-8, 2011 in beautiful Tucson, Arizona where I'll hand you my templates, forms, checklists and scripts so you can create 6-figure coaching income



Kendall SummerHawk
Million Dollar Marketing Coach
IAWBC Co-Founder



As the co-founder of the International Association of Women in Business Coaching, I — along with my husband and Master Coach, Richard Shapiro — have successfully coached **MORE** coaches to **create 6-figures** than any other mentors we know of.

So tell me, who is the best to **learn** six, high six and even seven figure **coaching business and marketing breakthroughs** from — marketers who aren't REAL coaches...or **authentic**, powerfully evolved, multi-million dollar coaches who have been in your shoes and know **exactly** how you feel...and **how** to turn your situation around, fast?

Ladies, (and guys, you're included too!), get ready to be handed the step by step templates you've been eagerly waiting for at this 3-day workshop, all proven to work in today's economy...whether you're an established coach/ mentor or are ready to become one.

Attending is a **MUST** if you are:

- ✓ Just **starting** out as a coach or considering adding coaching to your business and want to learn what's **proven** to work (and what to skip) in **today's coaching market**, helping you get the right start as you **move ahead** with your **exciting new business**
- ✓ Already **established** as a coach and want **time-saving tools** and **strategies** to **streamlining** your business so you can comfortably and confidently **grow** your **list**, attract **more clients** and **increase your income**
- ✓ A Life, Business, Executive, Career or other coach who is **attracting** entrepreneurs and small business owners and wants to **learn the latest business and coaching skills** to make you indispensable to this fast-growing and **lucrative niche**
- ✓ A coach seeking networking, **collaborating** and joint venture opportunities — plus **how-to training** on **growing your list**, **increasing your credibility** and opening the door to **exciting, new opportunities**
- ✓ A virtual assistant, web designer, copywriter or **other expert who serves coaches** (is the perfect place to **network** with coaches who are your potential clients)
- ✓ Ready to be handed **done-for-you templates** detailing every step in adding **lucrative** master mind coaching to your business model
- ✓ Ready to get off the "1 on 1" burn-out track and be handed a step by step template for offering exciting, highly lucrative **VIP days** that can **easily generate** you an **extra \$2,500 - \$25,000 in additional monthly coaching income**
- ✓ Excited to learn the **secrets** of coaching at the 6 and high 6-figure level (**yes**, how **good** you are as a coach **DOES** make a difference in how **much you'll earn**)

And because this is a **3-day SIGNATURE SYSTEM workshop** — focused exclusively on helping coaches and those who serve coaches — you can be assured that **this is**:

- ☹ Not a multi-speaker pitch-a-thon. Each **training session** includes **step by step templates**, **Q&A** and detailed, **stellar content** so you can sit back, relax and **focus on learning**.
- ☹ Not a fluffy "women's conference" featuring more personality than content. Nearly **ALL** training sessions are taught **PERSONALLY by Kendall**, a multimillion dollar coach.
- ☹ Not an overwhelming, multi-topic event that offers little substance and leaves you wondering what you can **practically** apply to your business. Each training session offers practical, **in-depth training** so **you know exactly what to put into action** starting

Monday morning.

In just three days you're going to walk away with:

SIGNATURE SYSTEM Event Day # 1: "How to Generate More Leads and More Clients by Masterfully Coaching From the Stage"

If you are speaking or networking to grow your business then it's **CRITICAL** you learn the secrets to "coaching from the stage" in a strategic way that makes your **audience hungry to hire you**.



In this training session you'll discover:

- ✓ The **ONE** critical difference between Coaching from the Stage versus "regular" coaching
- ✓ What you must **NEVER** do or say, else you risk alienating your audience every time
- ✓ One **simple** way these Coaching from the Stage secrets will **dramatically IMPROVE** your regular coaching (no matter how little or how much you've already coached)
- ✓ The one **MINDSET** shift you need to **stop giving away** boat-loads of free coaching and instead, elegantly position **YOU** as the coach to hire (this secret alone is worth far more than the modest investment!)
- ✓ How to **avoid** choosing the **WRONG** person to call on from the stage (this will save you from a lot of potential embarrassment) and help you look like the **pro you truly are**
- ✓ The **ONLY** piece of paper you should ever hand out during any presentation (this tip will help you **generate more leads** and more clients)

BONUS:

Word-for-word script explaining exactly what to say when presented with a challenging problem or an inappropriate audience member

SIGNATURE SYSTEM Event Day # 1: "How to Master Group and Master Mind Coaching (Helping You Grow Your Reputation as a Coach, Leverage Your Time and Income and Help Your Clients Attain Even Better Results) "



In this training session you'll discover:

- ✓ What is the **OPTIMUM** number of people to include in a group or master mind coaching call
- ✓ How to keep from **giving away your power** to group coaching members who dominate the call
- ✓ Step by step, **how to start your call**, including what to say to **maximize participation** and how to end on time, every time
- ✓ Word for word, **what to say** if a group coaching member says, "I don't have anything to coach on" (trust me, if you take them at their word you'll likely lose a client so you need to know **how to** handle this potentially difficult situation with **ease and confidence**)
- ✓ When it **makes sense** to introduce new content to your call (and when it's best NOT to, **saving you** from unknowingly sabotaging your members' results)

BONUS:

Step by step template, outlining exactly what to do when, during each moment of your group or master mind coaching call

**SIGNATURE SYSTEM Event
Day #1: "How to 'Transform Your
Magic' (Your Content, Ideas,
Exercises and Experience) into an
Exciting, Income-Generating
Certification or Licensing
Program "**



In this training session you'll discover:

- ✓ How to know when is the **RIGHT** time to transition from "the ONLY one who delivers your magic" to "the one who teaches OTHERS to deliver your magic"
- ✓ Why training or certifying others is the perfect "**next step**" **income stream to add** to your coaching business
- ✓ Why you **DON'T** need a big list to **launch** your first certification training program
- ✓ How to **get past** the "who am I" syndrome and **start** letting others share the **gift** of your **magic**, worldwide
- ✓ Creative ways you can **generate ongoing** licensing **revenue**, sell "back end" products and coaching, all in service of **supporting** your trainees
- ✓ How to **avoid competing** with the people you train (you're "bigger" than that anyway, plus, I'll show you how to become the **leader** others **naturally** want to follow)
- ✓ **Tips** on which content is a **MUST** to include (and which you can skip), making it **fast** and **easy** to successfully **launch** your first training program
- ✓ How to **repurpose** your content, exercises, articles and more into training **modules** your trainees **will pay to learn** and **value** for years to come

BONUS:

Detailed checklist of what you'll need to get started on this lucrative, next-step income stream (perfect for your business planning)

SIGNATURE SYSTEM Event Day #2: "How to Stop Giving Away Free Coaching and Start Transforming Conversations into Clients"



In this training session you'll discover:

- ✓ The **BIG** difference between a "free" session and a strategy session (and how this difference can mean **THOUSANDS** to you in **new coaching income**)
- ✓ The **ONE mindset** shift you must have that will help you start properly **valuing** the transformation you **create** for others
- ✓ When you must **NEVER** answer the question, "So what do you charge?" else you risk losing your prospective client (plus **how** and **when** is the **ONLY** time to **answer** this critical question)
- ✓ What you must **avoid** doing in a potential client conversation (most coaches **unconsciously** get this wrong, leaving them broke and frustrated when they could instead be **serving others** in a **powerful** way)
- ✓ How to **elegantly** and **authentically** coach a potential client to make a **decision** without solving their problem...yet
- ✓ How to predict with **stunning accuracy** when a client is hedging or telling you the truth when they say they "can't afford coaching" (and **what you can do** to avoid this happening to you)
- ✓ What to offer your prospective client that is the **MOST** likely to generate a "Yes - that's what I want!" response
- ✓ **Exciting** ways to offer your strategy sessions, helping you create a **consistent flow** of **new clients** and **cash** into your coaching business

BONUS:

Step by step outline of exactly how to lead a client-conversion strategy session

SIGNATURE SYSTEM Event Day #2: "Step by Step, How to Create Your 'New Client Marketing Plan' and Get 3 New



Clients in the Next 30 Days" (Hint: This training session isn't just for newbies)



In this training session you'll discover:

- ✓ Why you must **consistently** challenge yourself to **raise your fees** else you'll unfairly stall out your income and unwisely place your business growth on hold
- ✓ **Simple**, effective ways to generate a **steady flow** of **ideal** potential clients
- ✓ How to **quickly** transform feeling overwhelmed or "I'm not sure what to do next" into action and momentum that pays off with paying clients
- ✓ Why **NOW** is the perfect time to hit "**refresh**" on your programs, products or other coaching offers
- ✓ The **ONE** simple action step most coaches ignore that is **costing them dozens** of new clients every year (think of what this could mean to you in **reclaimed income** and **energy** for your business!)
- ✓ Useful **tips** on how to find **TIME** to put your New Client Marketing Plan into **action** within the next 24 hours

BONUS:

Step by step 'New Client Marketing Plan,' detailing exactly how you'll attract your next 3 clients in 30 days, all outlined in an easy to implement, "I can do this!" format

SIGNATURE SYSTEM Event Day #2: "Insiders Secrets to Offering Lucrative "Private Platinum" Program that Will Exponentially Increase Your Income Whether You're a New OR Experienced Coach"



In this training session you'll discover:

- ✓ Exactly what a Private Platinum program is and why this is the **answer to your prayers** for increasing your income **no matter how much** or how little your previous coaching experience
- ✓ Why clients **LOVE** Private Platinum programs, making them an easy offer to say "Yes!" to
- ✓ Why **you don't need** a big list to get started **successfully offering** Private Platinum programs
- ✓ What to **include** with your Private Platinum program (and what to skip, **saving you time** and hassle)
- ✓ Tips on how to **price** your Private Platinum program (but I must warn you in advance: don't be surprised if this is the **EASIEST** coaching income **you'll ever make**)

- ✓ What **ONE** action you must take to stop giving away your coaching for peanuts (get this right and you'll **free up hours of your time every week**, plus **effortlessly** position you as a Platinum level coach, even if you're just starting out)

BONUS:

Sample application, contracts and checklists for marketing, designing and delivering your Platinum program

**BONUS CERTIFICATION
TRAINING DAY
(Optional)**



"In Just ONE Day You Can Add an Exciting New Income Stream to Your Business by Becoming Certified in Kendall's Best-Selling 'Niche Breakthrough Secrets'

Allowing You To Generate More New Clients, Create New Coaching Income and Be of Greater Service to Your Current and Prospective Clients

(Even if you decide not to coach others on this in-demand topic, attending this **BONUS CERTIFICATION DAY** can solve your "what's my niche?" problem for good, helping you sell more of your products, programs and services month after month. No matter what YOUR reason is for attending, I promise you and your business will benefit immensely from this bonus opportunity!)

Kendall's Niche Breakthrough Secrets system has already **benefited** hundreds of business owners. Selecting the right niche is a BIG problem that many business owners would pay handsomely to get help solving. **This is where YOU come in!**

In this BONUS CERTIFICATION Day you'll receive training, coaching and practice on:

- ✓ How to walk **any client** through the **proven** Niche Breakthrough Secrets system, step by step (even if you've already taken the home-study course, you'll **love learning** how to masterfully coach others in each of the exciting steps)
- ✓ **Step by step**, how to **deliver** your new Niche Breakthrough Secrets Coaching as a VIP Day, workshop, teleseminar, private or group coaching program
- ✓ **Tips** on how to **price** your Niche Breakthrough Secrets coaching (honestly, you can easily make MORE than the modest investment in this additional training day with Kendall, with just ONE new client...it's that easy)
- ✓ **Practice time** and **on-the-spot coaching** in this live training so you quickly build your **confidence** and experience how much fun it is to coach others to choose a niche
- ✓ Simple, **creative ways** to add Niche Breakthrough Secrets coaching to your existing (or even your new) coaching business, helping you to **generate new leads** and fresh interest in your **coaching programs**

BONUS:

DONE FOR YOU!

Downloadable forms, templates and examples you can brand as your own and use to market your new Niche Breakthrough Secrets coaching income stream

DONE FOR YOU!

Beautiful, professionally designed **certificate** you can **proudly display** in your office, letting others know you are trained and qualified to coach on this important topic

Downloadable Niche Breakthrough Secrets **logo** you can add to your website and marketing materials

One **downloadable copy** of the Niche Breakthrough Secrets home-study course (for your personal use only) **A \$397 value**

NOTE: This Niche Breakthrough Secrets Certification is **ONLY** being offered in 2011 and there is no guarantee it will ever be offered again. This **BONUS CERTIFICATION** day of training is **INCLUDED** with your 2011 Premier Certification ticket. There are no hidden or additional fees in becoming Certified in Niche Breakthrough Secrets. Attend the training and this credential is yours for **LIFE!**


And remember, it only takes **ONE** new client to **MORE** than pay you back on the ridiculously modest investment in your Bonus ticket. Plus, your Premier Certification ticket includes **ALL** additional Premier level benefits.

See below for what other exciting, additional benefits are included with your Premier Certification ticket!

Signature SYSTEM WORKSHOP

Click Here To
GET YOUR TICKET!

Which of these two ticket packages do YOU want to choose?

What Is Included:	General + Premier Certification Ticket	General Ticket
	GET TICKET	GET TICKET
BONUS Certification Training Day: Become Certified to deliver Kendall's best-selling "Niche Breakthrough Secrets" to your clients as a workshop, teleseminar, VIP day, private or group coaching program. All handouts, templates, scripts and more are included. See above for details		Not included

Note: This training day is June 6, 2011. Lunch is included.

<p>Catered lunch ALL 3 days Network, create new friendships, joint venture partnerships and more, all while enjoying a healthy, gourmet meal designed to satisfy any eating preference (vegan, vegetarian, gluten-free, dairy-free, Atkins, raw and more).</p> <p>It's not unusual for Premier ticket holders to rapidly grow their list, receive invitations for interviews, join in on book projects and other exciting opportunities, all because of being "in the right place at the right time."</p>		Not included
<p>Priority seating at the Celebration and Networking dinner and throughout the entire workshop (we've found when you're treated like a VIP you BECOME a VIP)</p>		Not included
<p>Ticket entitling you to UNLIMITED access to ALL 2 days of the Coaching Intensive workshop</p> <p>Note: Workshop dates are June 7-8, 2011</p>		
<p>Ticket to the Celebration and Networking catered dinner. Dinner includes entertainment, delicious food, inspirational activities and a few special surprises!</p>		
<p>Downloadable handouts, templates and scripts from ALL Coaching Intensive workshop training sessions</p>		

Plus, You can bring a friend for just \$50

Why not invite a friend, colleague, member of your team or even your spouse to attend with you? This way, you get to travel with someone you know and share this amazing coaching workshop with the people who support you the most (I've seen first hand how critical this can be to supporting your success).



NOTE: The Bring a Friend Option is available on the "thank you" page that you'll see once you reserve YOUR ticket.

Plus, your ticket includes these exciting bonuses:

1

Day # 2 Bonus Training Session:

"Telesummit Secrets How to Exponentially Grow Your List, and Increase Your Credibility"

with Telesummit Expert Leesa Barnes



Telesummits are one of the hottest trends in coaching. Why? Because even if you don't have a list or are just getting started, you can create a telesummit others promote FOR you. And Leesa is the woman to teach you how.

In this **BONUS Training Session**, you'll discover:

- ✓ How to **get started** with your first telesummit, even if you don't have a list or aren't a "big name" (yet!)
- ✓ **What to say** to easily attract big names to your telesummit
- ✓ Behind the scenes, what you need to know to make your guest stars happy to **promote you** and help you grow your business
- ✓ **Step by step**, how to plan your telesummit so it flows smoothly
- ✓ Different ways to **generate income** from your telesummit

Leesa Barnes is an award winning motivational teacher and is widely considered one of the leading authorities on virtual events. Leesa is the President of the International Association of Virtual Event Managers (IAVEM) and author of *The Wealthy Virtual Event Manager's Playbook*.

Leesa has shared the virtual & non-virtual stage with success gurus such as Les Brown, T. Harv Eker, Marianne Williamson, James Malinchak, Michael Port, David Meerman Scott and John Assaraf. Her advice has appeared in books and media, such as The Globe & Mail, Wall Street Journal, Profit Magazine and CTV. Leesa is considered the queen of producing profitable virtual events.

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FREE Coaching

This wouldn't be a coaching workshop without the option for you to receive **FREE coaching** during the event! You're invited to receive a complimentary coaching session **on-the-spot** with one of Kendall's Elite Certified Money, Marketing and Soul® Mastery program coaches.



These coaches are currently in Kendall's **Mastery** coach training program so you **know they're the best!** The coaches are Carey Peters, Elizabeth Purvis, Shannon Presson, Shelene Taylor, Patrick Dominguez, Val Bulerman, Kobi James and Robin Trainer.

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We've planned an exciting gala dinner for you that includes entertainment, delicious food, inspirational activities and a few **special surprises!** This is your opportunity to celebrate all that you're learning and how you're growing with other like-minded coaches and is definitely not to be missed!

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Bonus Teleseminar with Kendall:

"How to Clear Your Money Clutter"

This bonus is ONLY available if you reserve your ticket before Midnight, May 29, 2011

Want to know the BEST way to prepare for your next level of coaching success? It's to clear your money clutter, making room for more good fortune to flow in. Enjoy Kendall's masterful money coaching in this BONUS, pre-conference teleseminar. Plus, this bonus training call will be recorded and transcribed if you can't make the live call.

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Did you know that how courageously you coach will determine how much **income** you **make** as a coach? Courageous Coaching is a skill that ANY coach can master. Whether you're new to coaching or are a seasoned professional, you'll discover:



- ✓ How to "call it like you see it" without risking your **relationship** or **reputation**
- ✓ How to end your sessions on time (running over on sessions is the "elephant in the room" that most coaches **secretly confess** to and is **sabotaging** their **income** and their **energy**!)
- ✓ Why clients will **pay more** for a coach who calls them on their "stuff" (and why this works like magic to **attract better clients**)
- ✓ **Key questions** and **phrases** you can ask to take your coaching to a deeper level and **create** that "**forever bond**" you want with your clients
- ✓ The **one thing** you must **never** do in a coaching session
- ✓ **Tips** on how to **authentically** stand in your **power**, even with difficult or demanding clients
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Specific ways Courageous Coaching will **help you get more clients**

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My Generous "You Can Change Your Mind Later" Guarantee

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I recommend this: register now to **lock in the savings**, and start imagining what it will be like to experience knowing my secrets to creating a 6-figure coaching business. Your life will never be the same!

Kendall

Please note: The modest investment in the add-on options of Bring a Friend or your Premier Certification Upgrade are non-refundable.

Signature SYSTEM WORKSHOP



Questions? Check out these questions to help you decide if attending is right for you...

Q: Do I have to be a member of the IAWBC to secure my ticket?

A: No. It is open to anyone who is serious about starting or growing their coaching business.

Q: If I'm bringing a friend, do they have to be a member?

A: No. We encourage you to bring a colleague, a key member of your team, your spouse or anyone who supports you in your growth as a coach.

Q: How is this different than other workshops I can attend?

A: It isn't an exhausting marathon of speakers trying to pitch and sell you from the stage. And it's not a marketing training event aimed at the general small business public. It is a **SIGNATURE SYSTEM Intensive** which means you'll get the specific how-to information you need to market



and grow your coaching business, taking it to YOUR next level.

Q: Is it for new or experienced coaches?

A: Both! New and experienced coaches will benefit from the step by step marketing and business training you'll receive, making it ideal whether you're just starting out and want your first clients or you're a seasoned pro and are looking to free up your time and increase your coaching income. You'll get what you need no matter what level you're currently at with your coaching business. **I promise!**

Here's a peek at the inspiring location of our SIGNATURE SYSTEM Workshop, happening in beautiful Tucson, Arizona...



I take my environment seriously, as you'll soon see by how much attention I give to the space where we'll be spending our 3 days together. Environment has a **HUGE impact** on how productive, creative and profitable we're able to be in our business, which is why it is at a 4-star resort hotel, at low, **budget-friendly room rates**.

As soon as you register, hotel details will be provided to you so you can

book your reservations. **We've negotiated an amazingly low rate for you, at just \$139/ night. You're also welcome to arrange a room share if you prefer.**

This hotel is so fabulous that I actually encourage you to come a few days before or stay a few days after to give yourself some time to prepare for or reflect on everything you learned. **I'm a huge fan of surrounding yourself with beauty each day because I've found that when you feed your soul, your business also prospers!**



The rooms are gorgeous, with stunning views of the Tucson Mountains. Each room is beautifully appointed, making it the perfect place to rest up between workshop sessions. You can even stay a few extra days if you wish.



You're encouraged to relax pool-side or book a treatment at their full-service spa.



This resort hotel is nestled in the Tucson Mountains, which will revitalize and awaken your creative spirit and support you in soaking up everything you're learning during our 3 intensive workshop days together.



There are numerous restaurants on-site, providing you with nutritious meals to keep your energy flowing. Imagine the ideas and inspiration you'll "divinely download" in this gorgeous environment!



"Before meeting Kendall, I had a nice level of success, yet it had reached a plateau. I knew I could show up in a bigger way, and I needed support to make it happen.

Kendall taught me how to finally and fully own my worth and charge more. I also learned new ways to package and present my programs, and how to market these programs in a more compelling style.

I am charging twice as much now for my programs as I was this time last year. And I've signed up 15 new high-end clients. My income in December was the highest ever. At this rate, I am confident that in 2011 I will double my income and be at *multiple* six figures for the first time ever in my practice!

I am very grateful for Kendall and Richard and the amazing quality of programs and support they provide, in such a caring, understandable and practical way."

Robert Notter, BookClientsNow.com



"As a result of Kendall's wisdom combined with the structure and support she provides **I have made outrageous progress.** I chose a defined target market in the financial services industry and capitalized on my unique personal brand to attract it. I created a valuable signature system and custom designed my website with a free report and opt-in page with 'Tips to Double Your Income.

I delivered 6 Private VIP Days, a Private Platinum Coaching Program just enrolled my first Private Platinum client! I developed 3 key referral sources, scheduled 3 speaking opportunities with my target audience plus I developed an alliance with another coaching company who will be a strategic partner. I scheduled a workshop titled 'The Secrets to Doubling Your Income' and completed the requirements for the Certified Money Marketing and Soul® Certification. **I'm now charging more than DOUBLE what I used to and have a list of exciting new clients. I can't wait to see what the NEXT 6 months brings!"**

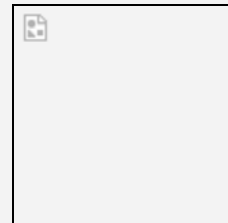
Susan Danzig, SusanDanzig.com



After five minutes of spotlight coaching at one of Kendall's live events, I created **multiple-five-figures in new business in just 2 weeks** - nearly twice what I made in my first year as a solopreneur. Within the year, I'd built a multi-six-figure business, filled many programs (including a high-end mastermind group), doubled my list, and moved across the country to a beautiful new home in a gorgeous neighborhood.

Without question, the most impactful result of my breakthrough work with Kendall has been the growing and deepening of my calling - what I am put here on earth to do. I continue to create new money breakthroughs because every time I do, it empowers me to help other spiritual women do the same. **That I can now "pass it on" to my clients is such a gift.** Thank you, Kendall, for everything!

Elizabeth Purvis, MarketingGoddess.com





WORKSHOP



So, are you ready to join me?

☐ **"Yes Kendall! I'm ready to join you because I want to grow my list, increase my coaching income and learn your marketing and business secrets for generating a 6-Figure coaching business!"**

I understand I can secure my ticket now and I have up until 21 days before the workshop begins to personally ask for a refund for my ticket purchase (less a modest \$50 bookkeeping/administrative fee).

So, which ticket option do YOU want to reserve now?



WORKSHOP

REGISTER FOR LEAP + PREMIER CERTIFICATION TICKET*

June 6-8, 2011 in Tucson, AZ

*** Best Deal**

Includes BONUS Certification training day with Kendall, certifying you in her best-selling "Niche Breakthrough Secrets" PLUS ALL Premier Ticket privileges

such as catered lunches all 3 days...and more

(Please Note: The modest \$200 Premier Certification Ticket portion of your ticket package is non-refundable.)

Pay in Full for just \$1197



~ OR ~

REGISTER FOR LEAP GENERAL ADMISSION TICKET
June 7-8, 2011 in Tucson, AZ
(Excludes BONUS Certification training day, Premier
networking lunches and all other Premier Certification Ticket
benefits)

Pay in Full for just \$997



NOTE: Why not bring a friend for just \$50? Details are on the "thank you" page you'll see once you reserve YOUR ticket.

I can't wait to greet you in-person and help you create the financially and spiritually successful coaching business you've dreamed about, all by learning the secrets to coaching at a 6 and multi 6-figure level PLUS step by step, how to consistently attract more coaching clients, fast-track growing your list so you can increase your coaching income by as much as \$2,500 - \$25,000 each month.

So if you're ready to take your new or existing coaching business to the **next level** and you want the specific training, mindset shifts, systems and coaching skills to do so, then don't wait another moment. [Reserve your seat at now!](#)

Love and brilliance,

Kendall SummerHawk
Million Dollar Marketing Coach and
Co-Founder of the International Association
of Women in Business Coaching



P.S. - I hope you'll reserve your seat so that I can PERSONALLY show you how to secure more clients, grow your list and market your coaching business with ever-increasing confidence.

P.P.S. - You're also welcome to bring a friend for just \$50. Details are on the "thank you" page once you reserve your seat. ((-:

Still Undecided?

Ask me any question about this and

I'll help you decide if it's right for you.

Name:

Email:

Your Question:

Ask Me Now!

Thank you! Once you send in your question a knowledgeable member of the IAWBC team will contact you PERSONALLY to answer your question.

Legal Disclaimer: Every effort has been made to accurately represent our program and its potential. Any claims made of actual earnings or examples of actual results can be verified upon request. The testimonials and examples used are exceptional results, don't apply to the average attendee/purchaser and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire, and motivation.

IAWBC • 9121 East Tanque Verde Rd, Suite 105-117, Tucson, AZ 85749
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Signature SYSTEM

Workshop with Kendall SummerHawk

Leap Online Marketing Success System For Coaches April 11-13, 2012

in beautiful Tucson, Arizona

"In this 3 day live **SIGNATURE SYSTEM** training I will personally hand you the **PROVEN** Online Marketing Success System
* Specifically for Coaches*

PLUS give you Done-for-You **CONTENT** and all the detailed, step-by-step templates, scripts and forms you need to quickly grow your list, begin to attract ideal, high paying clients and make a bigger impact with your message... **ALL** so you can consistently generate as much as \$2,500 - \$25,000 in new coaching income each month"

Whether you're brand new or an established coach, these 3 Days of live **SIGNATURE SYSTEM** training will give you the **Signature System** TEMPLATES, CHECKLISTS, FORMS, OUTLINES, SCRIPTS...PLUS * LIVE* coaching you need to generate significant coaching income and become a happy, spiritually fulfilled and financially successful coach who's serving others in a BIG way.

From: Kendall SummerHawk, Co-Founder of the International Association of Women in Business Coaching and Multimillion Dollar Coach

Dear Coach,

Are you frustrated with the draining, traditional 1-on-1 coaching model and have been wishing for a **faster, easier** approach to **securing coaching clients** and **cash flow**?

Did you know the surprising fact that how **good** your **coaching skills** are will determine how much **income** you **consistently generate** as a coach?

Are you looking for **exciting opportunities** to fast-track growing your list?

Do you want an easy, **step by step system** for **consistently** transforming free coaching conversations into **paying clients**?

Are you ready to get your **new coaching business** off to the right start or take your **established coaching business** — including your **credibility, income** and even your **lifestyle** — to the **next level**?

If you answered "Yes!" to ANY of these questions and you want an exciting, high-income generating coaching business — one where you're making money doing your magic — then join me LIVE April 11-13, 2012 in



Kendall SummerHawk
Million Dollar Marketing Coach
IAWBC Co-Founder

beautiful Tucson, Arizona where I'll hand you my templates, forms, checklists and scripts so you can create 6-figure coaching income



As the co-founder of the International Association of Women in Business Coaching, I — along with my husband and Master Coach, Richard Shapiro — have successfully coached **MORE** coaches to **create 6-figures** than any other mentors we know of.

So tell me, who is the best to **learn** six, high six and even seven figure **coaching business and marketing breakthroughs** from — marketers who aren't **REAL** coaches...or **authentic**, powerfully evolved, multi-million dollar coaches who have been in your shoes and know **exactly** how you feel...and **how** to turn your situation around, fast?

Ladies, (and guys, you're included too!), get ready to be handed the step by step templates you've been eagerly waiting for at this 3-day workshop, all proven to work in today's economy...whether you're an established coach/ mentor or are ready to become one.

Attending is a **MUST** if you are:

- ✓ Just **starting** out as a coach or considering adding coaching to your business and want to learn what's **proven** to work (and what to skip) in **today's coaching market**, helping you get the right start as you **move ahead** with your **exciting new business**
- ✓ Already **established** as a coach and want **time-saving tools** and **strategies** to **streamlining** your business so you can comfortably and confidently **grow** your **list**, attract **more clients** and **increase your income**
- ✓ A Life, Business, Executive, Career or other coach who is **attracting** entrepreneurs and small business owners and wants to **learn the latest business and coaching skills** to make you indispensable to this fast-growing and **lucrative niche**
- ✓ A coach seeking networking, **collaborating** and joint venture opportunities — plus **how-to training** on **growing your list**, **increasing your credibility** and opening the door to **exciting, new opportunities**
- ✓ A virtual assistant, web designer, copywriter or **other expert who serves coaches** (is the perfect place to **network** with coaches who are your potential clients)
- ✓ Ready to be handed **done-for-you templates** detailing every step in adding **lucrative** master mind coaching to your business model
- ✓ Ready to get off the "1 on 1" burn-out track and be handed a step by step template for offering exciting, highly lucrative **VIP days** that can **easily generate** you an **extra \$2,500 - \$25,000 in additional monthly coaching income**
- ✓ Excited to learn the **secrets** of coaching at the 6 and high 6-figure level (**yes**, how **good** you are as a coach **DOES** make a difference in how **much you'll earn**)

And because this is a **3-day SIGNATURE SYSTEM workshop** — focused exclusively on helping coaches and those who serve coaches — you can be assured that **this is**:

- ☹ Not a multi-speaker pitch-a-thon. Each **training session** includes **step by step templates**, **Q&A** and detailed, **stellar content** so you can sit back, relax and **focus on learning**.
- ☹ Not a fluffy "women's conference" featuring more personality than content. Nearly **ALL** training sessions are taught **PERSONALLY by Kendall**, a multimillion dollar coach.



Not an overwhelming, multi-topic event that offers little substance and leaves you wondering what you can **practically** apply to your business. Each training session offers practical, **in-depth** training so **you know exactly what to put into action** starting Monday morning.

In just three days you're going to walk away with:

**SIGNATURE SYSTEM Event
Make More Sales 24/ 7:**

"How to sell more of your coaching programs, products and services from simple ezines and emails"



BONUS: Includes Done-for-You, **step-by-step templates, checklists** and **examples** that outline every **simple secret** you'll learn, all so you can use to get **started** immediately!

**SIGNATURE SYSTEM Event
Ending "List Size Shame":**

"How to Quickly and Easily Grow Your List of People Who Are Eager to Invest in Your Coaching programs, products and Services"



BONUS: Includes Done-for-You, **step-by-step templates, checklists** and **examples** you can use to get **started growing your list** in a variety of easy ways!



**SIGNATURE SYSTEM Event
Video Marketing Secrets:**

"How to Increase Your Visibility, Attract More Clients and Generate More Income on a Shoestring Budget"

BONUS: Includes Done-for-You, **step-by-step templates, checklists** and **examples** of you can use to get **started** with video immediately!



SIGNATURE SYSTEM Event **Putting It All Together:**

"Creating and Marketing Your Irresistible Coaching Offers"

BONUS: Includes Done-for-You, **step-by-step templates, checklists** and **examples** clearly outlining how to create a variety of the **most popular** and **lucrative** ways of **making money** as a **coach**, no matter where you're currently at in your coaching business!

SIGNATURE SYSTEM Event **PREMIER BONUS TRAINING DAY UPGRADE April 11** (Optional and **HIGHLY** recommended!)

"How to Design, Market and Fill Your High-End, Platinum Style Coaching Programs (V2.0)"

Including these BONUSES:

- ✓ **"Ultimate Done for You" Get Started Kit**
- ✓ **"Ultimate Done for You" Video Marketing Launch Kit**
- ✓ **"Ultimate Done for You" Email Marketing Launch Kit**

Whether you're a new or advanced coach, high end programs are the simplest, easiest way to add 6-figures to your business.

Kendall's ground-breaking mentoring on this topic has enabled coaches from countries all over the world to add 6-figures to their business, practically overnight. But up until now you could only get this information by coaching with Kendall.

Now, for the **FIRST TIME EVER**, she's revealing her ***NEW for 2012*** **step-by-step**



system ANY coach can use to immediately transform their business into one of greater freedom and increased income...even without a list. **This is where YOU come in!**

In this PREMIER BONUS Day you'll receive training, coaching and practice on:

- ✓ A-Z, **COMPLETE** training on how to design your high-end programs so you're delivering amazing value without risk of over delivering and getting burned out
- ✓ The BEST **MARKETING** strategies (and **exactly** how to implement them) that are working in today's economy to generate ideal clients for your high-end programs
- ✓ How to **market** your high-end program **even if you don't have a LIST**
- ✓ How to determine the best **PRICING** for your high-end program
- ✓ Simple secrets to **LEVERAGING** your new clients into greater income while providing people with **MORE** of what they want, in less time

BONUS # 1:

Ultimate Done-for-You GET STARTED Kit

ALL checklists, forms, samples, scripts and more you need to immediately **add this lucrative revenue stream** to your business, **even if you don't have a list!**

DONE FOR YOU!

BONUS # 2:

Ultimate Done-for-You VIDEO Marketing Launch Kit

Includes a complete, day by day **video launch calendar**, Done-for-You **CONTENT CHECKLIST** of what to **include** in your videos to generate the **greatest interest** in your program, **sample** video opt-in pages and more!

BONUS # 3:

Ultimate Done-for-You EMAIL Marketing Launch Kit

Includes a complete, day by day **email launch calendar** AND Done-for-You **CONTENT CHECKLIST** of what to include in your marketing emails to generate the **greatest interest** in your program (even if you don't have a list or a website), **sample** emails, **sample subject lines**, and more!










See below for what other exciting, additional benefits are included with your Premier Bonus Training Day Upgrade!

Signature
SYSTEM

WORKSHOP

Click Here To
GET YOUR TICKET!

Which of these two ticket packages do YOU want to choose?

What Is Included:	General + Premier Certification Ticket	General Ticket
	GET TICKET	GET TICKET
Premier Bonus Training Day Upgrade: "How to Design, Market and Fill Your High-End, Platinum Style Coaching Programs (V2.0)" Including the BONUS "Ultimate Done for You" Video Launch Kit! Including the BONUS "Ultimate Done for You" Email Launch Kit! Including the BONUS "Ultimate Get Started" Kit of all checklists, forms, samples, scripts and more.		Not included
Catered lunch ALL 3 days Network, create new friendships, joint venture partnerships and more, all while enjoying a healthy, gourmet meal designed to satisfy any eating preference (vegan, vegetarian, gluten-free, dairy-free, Atkins, raw and more). It's not unusual for Premier ticket holders to rapidly grow their list , receive invitations for interviews, join in on book projects and other exciting opportunities , all because of being "in the right place at the right time."		Not included
Priority seating at the Celebration and Networking dinner and throughout the entire workshop (we've found when you're treated like a VIP you BECOME a VIP)		Not included
Ticket entitling you to UNLIMITED access to ALL 2 days of the Coaching Intensive workshop Note: Workshop dates are April 12-13, 2012		
Ticket to the Celebration and Networking catered dinner. Dinner includes entertainment, delicious food, inspirational activities and a few special surprises!		
Downloadable handouts, templates and scripts from ALL Coaching Intensive workshop training sessions		

**Plus, You can bring a friend
for just \$50**



Why not invite a friend, colleague, member of your team or even your spouse to attend with you? This way, you get to travel with someone you know and share this amazing coaching workshop with the people who support you the most (I've seen first hand how critical this can be to supporting your success).



NOTE: The Bring a Friend Option is available on the "thank you" page that you'll see once you reserve YOUR ticket.

Plus, your ticket includes these exciting bonuses:

Day # 2 Bonus Training Session: "Telesummit Secrets How to Exponentially Grow Your List, and Increase Your Credibility" with Telesummit Expert Leesa Barnes



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- ✓ Specific ways Courageous Coaching will **help you get more clients**

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Click Here To
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A: It isn't an exhausting marathon of speakers trying to pitch and sell you from the stage. And it's not a marketing training event aimed at the general small business public. It is a **SIGNATURE SYSTEM Intensive** which means you'll get the specific how-to information you need to market and grow your coaching business, taking it to YOUR next level.

Q: Is it for new or experienced coaches?

A: Both! New and experienced coaches will benefit from the step by step marketing and business training you'll receive, making it ideal whether you're just starting out and want your first clients or you're a seasoned pro and are looking to free up your time and increase your coaching income. You'll get what you need no matter what level you're currently at with your coaching business. **I promise!**

Here's a peek at the inspiring location of our SIGNATURE SYSTEM Workshop, happening in beautiful Tucson, Arizona...



I take my environment seriously, as you'll soon see by how much attention I give to the space where we'll be spending our 3 days together. Environment has a **HUGE impact** on how productive, creative and profitable we're able to be in our business, which is why it is at a 4-star resort hotel, at low, **budget-friendly room rates**.

As soon as you register, hotel details will be provided to you so you can

book your reservations. **We've negotiated an amazingly low rate for you, at just \$139/night. You're also welcome to arrange a room share if you prefer.**

This hotel is so fabulous that I actually encourage you to come a few days before or stay a few days after to give yourself some time to prepare for or reflect on everything you learned. **I'm a huge fan of surrounding yourself with beauty each day because I've found that when you feed your soul, your business also prospers!**



The rooms are gorgeous, with stunning views of the Tucson Mountains. Each room is beautifully appointed, making it the perfect place to rest up between workshop sessions. You can even stay a few extra days if you wish.





You're encouraged to relax pool-side or book a treatment at their full-service spa.



This resort hotel is nestled in the Tucson Mountains, which will revitalize and awaken your creative spirit and support you in soaking up everything you're learning during our 3 intensive workshop days together.



There are numerous restaurants on-site, providing you with nutritious meals to keep your energy flowing. Imagine the ideas and inspiration you'll "divinely download" in this gorgeous environment!

"Before meeting Kendall, I had a nice level of success, yet it had reached a plateau. I knew I could show up in a bigger way, and I needed support to make it happen.

Kendall taught me how to finally and fully own my worth and charge more. I also learned new ways to package and present my programs, and how to market these programs in a more compelling style.

I am charging twice as much now for my programs as I was this time last year. And I've signed up 15 new high-end clients. My income in December was the highest ever. At this rate, I am confident that in 2011 I will double my income and be at *multiple* six figures for the first time ever in my practice!

I am very grateful for Kendall and Richard and the amazing quality of programs and support they provide, in such a caring, understandable and practical way."

Robert Notter, BookClientsNow.com



"As a result of Kendall's wisdom combined with the structure and support she provides **I have made outrageous progress.** I chose a defined target market in the financial services industry and capitalized on my unique personal brand to attract it. I created a valuable signature system and custom designed my website with a free report and opt-in page with 'Tips to Double Your Income.

I delivered 6 Private VIP Days, a Private Platinum Coaching Program just enrolled my first Private Platinum client! I developed 3 key referral sources, scheduled 3 speaking opportunities with my target audience plus I developed an alliance with another coaching company who will be a strategic partner. I scheduled a workshop titled 'The Secrets to Doubling Your Income' and completed the requirements for the Certified Money Marketing and Soul® Certification. **I'm now charging more than DOUBLE what I used to and have a list of exciting new clients. I can't wait to see what the NEXT 6 months brings!"**



After five minutes of spotlight coaching at one of Kendall's live events, I created **multiple-five-figures in new business in just 2 weeks** - nearly twice what I made in my first year as a solopreneur. Within the year, I'd built a multi-six-figure business, filled many programs (including a high-end mastermind group), doubled my list, and moved across the country to a beautiful new home in a gorgeous neighborhood.



Without question, the most impactful result of my breakthrough work with Kendall has been the growing and deepening of my calling - what I am put here on earth to do. I continue to create new money breakthroughs because every time I do, it empowers me to help other spiritual women do the same. That **I can now "pass it on" to my clients is such a gift**. Thank you, Kendall, for everything!

Elizabeth Purvis, MarketingGoddess.com

Signature SYSTEM WORKSHOP

Leap
6-Figure Coaching
Business & Marketing Breakthroughs
June 6-8, 2011
in beautiful Tucson, Arizona

So, are you ready to join me?

☐ **"Yes Kendall! I'm ready to join you because I want to grow my list, increase my coaching income and learn your marketing and business secrets for generating a 6-Figure coaching business!"**

I understand I can secure my ticket now and I have up until 21 days before the workshop begins to personally ask for a refund for my ticket purchase (less a modest \$50 bookkeeping/administrative fee).

So, which ticket option do YOU want to reserve now?

Signature SYSTEM

WORKSHOP

REGISTER FOR LEAP + PREMIER CERTIFICATION TICKET*

April 11-13, 2012 in Tucson, AZ

* **Best Deal**

**Includes BONUS Certification training day
with Kendall, certifying you in her best-selling
"Niche Breakthrough Secrets" PLUS ALL Premier Ticket
privileges**

such as catered lunches all 3 days...and more

(Please Note: The modest \$200 Premier Certification Ticket portion
of your ticket package is non-refundable.)

Pay in Full for just \$1197



~ OR ~

REGISTER FOR LEAP GENERAL ADMISSION TICKET

April 12-13, 2012 in Tucson, AZ

**(Excludes BONUS Certification training day, Premier
networking lunches and all other Premier Certification Ticket
benefits)**

Pay in Full for just \$997



NOTE: Why not bring a friend for just \$50? Details are on the "thank you" page you'll see once
you reserve YOUR ticket.

I can't wait to greet you in-person and help you create the financially and spiritually successful coaching business you've dreamed about, all by learning the secrets to coaching at a 6 and multi 6-figure level PLUS step by step, how to consistently attract more coaching clients, fast-track growing your list so you can increase your coaching income by as much as \$2,500 - \$25,000 each month.

So if you're ready to take your new or existing coaching business to the **next level** and you want the specific training, mindset shifts, systems and coaching skills to do so, then don't wait another moment. [Reserve your](#)

[seat at now!](#)

Love and brilliance,

Kendall

Kendall SummerHawk
Million Dollar Marketing Coach and
Co-Founder of the International Association
of Women in Business Coaching



P.S. - I hope you'll reserve your seat so that I can PERSONALLY show you how to secure more clients, grow your list and market your coaching business with ever-increasing confidence.

P.P.S. - You're also welcome to bring a friend for just \$50. Details are on the "thank you" page once you reserve your seat. ((-:

Still Undecided?

Ask me any question about this and
I'll help you decide if it's right for you.

Name:

Email:

Your Question:

Ask Me Now!

Thank you! Once you send in your question a knowledgeable member of the IAWBC team will contact you PERSONALLY to answer your question.

Legal Disclaimer: Every effort has been made to accurately represent our program and its potential. Any claims made of actual earnings or examples of actual results can be verified upon request. The testimonials and examples used are exceptional results, don't apply to the average attendee/purchaser and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire, and motivation.

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Signature System

Word Mark**SIGNATURE SYSTEM****Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Digital materials, namely, articles, checklists, newsletters, transcript development; Downloadable electronic newsletters in the field of personal and professional development; Development. FIRST USE: 20090722. FIRST USE IN COMMERCE: 20090722

IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed educational materials in the field of personal development; Printed teaching materials in the field of personal and professional development. FIRST USE: 20090722. FIRST USE IN COMMERCE: 20090722

IC 041. US 100 101 107. G & S: Arranging and conducting business seminars in the field of personal and professional development; On-line journals, namely, blogs featuring personal and professional development. FIRST USE: 20090722. FIRST USE IN COMMERCE: 20090722

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

86681096

Filing Date

July 1, 2015

Current Basis

1A

Original Filing Basis

1A

Owner (APPLICANT) Heart of Success, Inc. CORPORATION ARIZONA Ste. 105-117 9121 East Tanque Verde Road

Attorney of Record Francine D. Ward

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

TESS HOME

NEW USER

STRUCTURED

FREE FORM

BROWSE DICT

SEARCH OG

TOP

HELP

PREV LIST

CURR LIST

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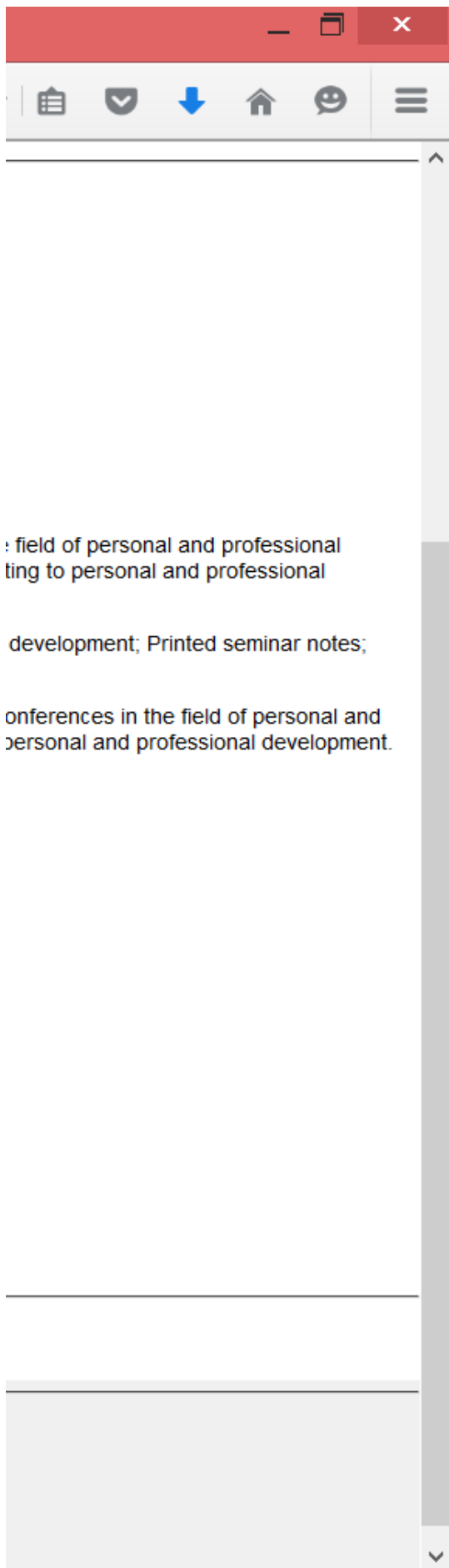
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t; Personal coaching services in the field of personal and professional development; Professional coaching services in the field of

I Tucson ARIZONA 85749



SIGNATURE SYSTEM *Deluxe*

What is a **Signature System™**? And Why
Your Business Needs One.



 Holistic Fashionista
What is a Signature System and Why Your Business Needs One

 SOUNDCLOUD 

 24:22

 545

Cookie policy *Create: Angel Quintana*

WEEK
1

BrandDNA™ DISCOVERY BREAKTHROUGH SESSION

In this 60 minute **one-on-one coaching** call you will unlock the most important ingredient to creating a lucrative, holistic, trendsetting and luxury business model.



BrandDNA™ DISCOVERY BREAKTHROUGH SESSION

In this 60 minute **one-on-one coaching** call you will unlock the most important ingredient to creating a lucrative, holistic, trendsetting and luxury business model.

During this intimate call, Angel will use her Signature mind-mapping technique to help you discover your BrandDNA™. **BrandDNA™ is a sequence of questions delivered by Angel in an intuitive and metaphoric approach that results in uncovering your niche.**

During this eye-opening call, she will guide you towards discovering the root problem your expertise solves, creation of your Kismet Clientele™ avatar, + much more. With her guidance, you will understand what soft and hard skills your life and professional experience has given you, how to use your certifications and academic degrees in to present you as a leader in your niche, and unlock your brand story by sharing your personal traumas, struggles, and victories.

This is without a doubt **the most transformative process that will leave you with a mission to serve humanity while simultaneously creating a rock solid foundation for your business. Get ready to **explore the epiphanies that transpire** after this unique discovery session.*



PROFESSIONAL ONLINE RESUME TRAINING

Now that you have discovered your BrandDNA™ and solidified the foundation to your business, it is time to re-create your professional resume. In this video training, Angel will show you how to create a compelling LinkedIn Profile that gains recognition

present you as a leader in your niche, and unlock your brand story by sharing your personal traumas, struggles, and victories.

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WEEK 2



PROFESSIONAL **ONLINE RESUME** TRAINING

Now that you have discovered your BrandDNA™ and solidified the foundation to your business, it is time to re-create your professional resume. In this video training, Angel will show you how to **create a compelling LinkedIn Profile that gains recognition from your Kismet Clientele™** and your colleagues. Since your new luxury brand is like no other business out there, understanding how to clearly showcase your expertise for others to understand can be challenging.

Use this time to:

- Brush up on your luxury personal branding skills
- Clean up your work history to highlight your new business
- Complete your profile for maximum exposure
- Blog, find like-minded groups, connect, + more!

INTERESTING FACT

43% of all marketers found a customer via LinkedIn

ALCHEMY SHOWSTOPPERS



Holistic Fashionista Magazine | issue#17 | www.HolisticFashionista.com

Like any business, you must have a clear system that helps your Kismet Clientele™ understand how you can help them, but more importantly YOU must totally understand what it is you are selling. How many times have you delivered a complimentary consultation that didn't result in a paying customers and simultaneously left you feeling empty (*even, jipped*) because you gave away powerful information for FREE?

WEEK 5



CREATE YOUR SIGNATURE **BUZZ WORDS**

If you want to stand out online and in your market, you're going to need to develop your brand image. One of the easiest ways to do this is to create your Signature Branding Buzz words. However, Angel's approach is incredibly strategic with the main intention being to show your market how your products/programs are different! With her background in SEO and search engine marketing, she will show you how to speak your Kismet Clientele's™ language so can start building trust with them immediately.

Whether you'll need to trademark your methodology or copyright your buzz words, **she will show you how to create a brand identity that gets people talking just like you, which builds word-of-mouth marketing** right into your business plan. Cool, right?

What you'll gain:

- Understand how to speak the language of your Kismet Clientele™
- Distinguish your own language and verbiage to convey who you are and what you do
- Name your product/programs using your new Buzz Words that positions your business as a luxury brand

INTERESTING FACT

Using the similar gestures, vocal tones, and breathing rate encourages strong rapport.

WEEK 6

PRACTICE YOUR SIGNATURE SALES PITCH

There is an art towards developing your signature elevator speech. On one hand you want to be clear about what you do for a living, but you also don't want to seem as though you memorize some speech that truly doesn't sound authentic.

In this one-on-one coaching call with Angel you will:

- Develop a killer Signature Sales Pitch that matches your brand
- Practice introducing yourself and your product/program
- Learn her secrets to getting potential clients asking "Wow! How do you do that!?"



CAPITALIZE WITH SOCIAL MEDIA

If you're currently using social media or are just getting started, Angel will show you some tricks on how to update, set-up, and capitalize on your social media profiles.

There is an art to social media and it's essential for creating a memorable online brand that your profiles speak directly to your audience. In this video training you will learn the art behind crafting social media profiles that showcase your Signature System™ beautifully. Let's get your ROCKS in a row!

Every social media channel needs to be treated as a completely separate marketing strategy. **It is here, Angel will walk you through the demographics, market behavior, and psychographics of each channel**, so you may alter and adjust your



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Every social media channel needs to be treated as a completely separate marketing strategy. **It is here, Angel will walk you through the demographics, market behavior, and psychographics of each channel**, so you may alter and adjust your marketing efforts ever-so-slightly to get the biggest bang for your time management.

Social media marketing channels covered:

- Pinterest,
- Facebook
- Twitter
- Instagram
- Google+



FIND THE GOLD IN YOUR BUSINESS

In Angel's signature empowerment hour: **Valuable is the New Gold**, you will learn what it truly takes to be successful at your business. One of the biggest struggles with entrepreneurs is feeling okay to charge higher fees for their products/programs. That is why Angel put together this heartfelt Empowerment Hour to help you understand how to value what you bring to the table.

You will discover:

- How to Find Your Genius
- How to Set Higher Standards
- How to Honor Your Time, Talents, and Customers
- How to Become a Master and Industry Leader in Your Niche
- How to Charge Your Value

Get ready to awaken your confidence in business and owning your genius like you've never done before.

INTERESTING FACT

59% of Millennials buy brands that reflect their style and personality.



WEEK
9-12

ONLINE MARKETING STRATEGIES



Marketing Module 1: Facebook Marketing

Angel's no B.S. approach to social media starts with her simple 5-step process on how to use Facebook to attract your Kismet Clients™. Her authentic approach will have high quality clients knocking on your door before you know it. This has been a staple strategy in her success and growth with Holistic Fashionista™, and now you get to learn and use it for your new brand!

By the end of this module you will:

- Know how to build the know, like and trust factor
- Where to find your tribe in large groups
- How to connect with your tribe and build your list
- How to fill your calendar with people who want to work with you



Marketing Module 2: Signature Keywords & SEO

I bet you've always wondered how to get found on the front page search results on Google, and now you're going to learn from a pro! Angel's had numerous viral videos and articles featured on Youtube and Google search that has made her quite a pro in helping entrepreneurs determine their Signature Keywords. A Signature Keyword is are highly search words without being overly competitive AND are what your Kismet Clientele™ are currently searching for on Google.

By the end of this module you will:

- Determine your long tail keywords
- A strategy to building 'Google Juice' with authority sites
- How to get your Kismet Client™ to find you using Google search
- How to stand out on Google search results
- What to blog about so you get found on Google

• + Much more!

Inbox - info@fwardattorney.com - Outlook

Leave a message

WEEK 13



ONLINE MARKETING Q+A

The past 4 Modules might have your head spinning with way too many ways to market your business, but Angel wants to assure you understand how to implement these strategies to work for you and your business.

During this marketing Q+A, Angel will help you determine which social media is the most appropriate for your brand so you know where to start. She'll leave you feeling ready to master your social media efforts!

WEEK 14

COLLECTING THE MONEY, HONEY

Well, you brought your Kismet Client™ to your front door, you have amazing products/programs to sell them, and you know how to introduce your services, but now it's time to collect the money, honey. To assure you have a professional platform to collect the money, you need to know your options. Whether you are setting-up a membership site with recurring fees, or offering payment plans to your customers/clients, you need to appear as if you've been doing this forever!



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In this video training you will learn:

- Tips and tricks keeping the checkout experience easy
- Checkout platforms that are easy to embed into your website
- How to keep the checkout process branded and visually cohesive!

WEEK
15



CREATING YOUR WEBSITE COPY

We already know the #1 marketing tool your business is your website. Let's make sure you know exactly what needs to go on every page of your site to maximize lead generation and sales. In this tutorial, Angel will walk you through the Do's and Don'ts when it comes to copywriting for your website.

By the end of this week you will:

- Have created killer sales copy for your Home page that solidifies their in the right place
- Fine-tuned your About page with authentic storytelling that build trust with your audience
- Write out your offerings for your Services/Shop page so your browsers understand what problem you solve

WEEK 15



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- Write out your offerings for your Services/Shop page so your browsers understand what problem you solve
- Have a minimum of 10 Blog post titles that lures your clients in and showcases your expertise
- Integrate a step-by-step system to capturing leads, contacts, and fantastic customers services

WEEK 16

THE WRAP UP

Let's wrap it up nicely with a bow to make sure you feel ready to take on your new some luxury brand! Your Signature System™ was created to change the lives of





- Integrate a step-by-step system to capturing leads, contacts, and fantastic customers services

WEEK 16

THE WRAP UP

Let's wrap it up nicely with a bow to make sure you feel ready to take on your new awesome luxury brand! Your Signature System™ was created to change the lives of thousands, and now it's time for Angel to send you on your way to do just that.

But before you go, **she wants to make sure you know your next steps and to answer any final questions you may have.** This one-on-one session Angel will walk you through a series of questions to assure you are ready to take the big leap!

On this call you can expect:

- An overview of your Signature System™
- Your next steps and implementation of your new marketing plan
- Hiring and intern or virtual assistant to support you
- Answer any final questions that you might have



BONUS 1